CONTINUING AUDIT

OF

MARQUEE VALUES

Winter 1948

Number 36

AUDIENCE RESEARCH, INC.
PRINCETON · NEW YORK · HOLLYWOOD

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CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office,* as measured by ARI's continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets* that group accounts for at the box offices of the nation.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-

not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
BERGMAN, Ingrid	55	51	+ 4
HAYWORTH, Rita	38	39	- 1
TURNER, Lana	37	36	+ 1
WILLIAMS, Esther	36	40	- 4
DE HAVILLAND, Olivia	35	30	+ 5
HUTTON, Betty	35	35	-
YOUNG, Loretta	35	35	-
COLBERT, Claudette	34	34	-
GARLAND, Judy	34	31	+ 3
GRABLE, Betty	34	32	+ 2
GARSON, Greer	33	32	+ 1
JONES, Jennifer	33	33	-
DAVIS, Bette	32	30	+ 2
STANWYCK, Barbara	32	36	- 4
CRAIN, Jeanne	31	26	+ 5
WYMAN, Jane	31	31	-
GODDARD, Paulette	28	32	- 4
TEMPLE, Shirley	28	29	- 1
FONTAINE, Joan	27	23	+ 4
SCOTT, Lizabeth	27	27	-
TIERNEY, Gene	27	28	- 1
CRAWFORD, Joan	26	* (27, Summer 1948)	- 1
SHERIDAN, Ann	26	* (29, Summer 1948)	- 3
RUSSELL, Rosalind	25	26	- 1
DUNNE, Irene	24	26	- 2
HAYWARD, Susan	24	26	- 2
LAMARR, Hedy	23	* (23, Summer 1948)	-
ROGERS, Ginger	23	23	-

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
HEPBURN, Katharine	22	* (22, Summer 1948)	-
TAYLOR, Elizabeth	22	23	- 1
BACALL, Lauren	21	22	- 1
LUPINO, Ida	20	21	- 1
RUSSELL, Jane	20	18	+ 2
GARDNER, Ava	19	15	+ 4
BALL, Lucille	18	21	- 3
MC GUIRE, Dorothy	18	19	- 1
MAYO, Virginia	16	* (16, Summer 1948)	-
VALLI	16	16	-
BARRYMORE, Ethel	13	* (14, Summer 1948)	- 1
DAY, Doris	13	11	+ 2
LESLIE, Joan	13	* (19, Spring 1948)	- 6
BLYTH, Ann	12	11	+ 1
LYNN, Diana	11	10	+ 1
O'SULLIVAN, Maureen	11	* (12, Summer 1948)	- 1
SMITH, Alexis	10	* (16, Spring 1948)	- 6
MONTEZ, Maria	9	* (9, Summer 1948)	-
KEYES, Evelyn	8	10	- 2
STAFFORD, Jo	8	* (8, Summer 1948)	-
PARKER, Eleanor	6	7	- 1
TREVOR, Claire	6	* (7, Spring 1947)	- 1
BEL GEDDES, Barbara	5	5	-
CAGNEY, Jeanne	5	*	-
GREER, Jane	5	6	- 1
LANSBURY, Angela	4	3	+ 1
DRAKE, Betsy	3	*	-
MOORE, Terry	3	*	-

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
O'DONNELL, Cathy	3	3	-
PERREAU, Gigi	2	1	+ 1
EVANS, Joan	1	2	- 1
FLEMING, Rhonda	1	1	-
GRAHAME, Gloria	1	2	- 1
MILLER, Kristine	1	*	-
TETZEL, Joan	1	* (1, Spring 1948)	-

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
CROSBY, Bing	57	54	+ 3
GRANT, Cary	51	46	+ 5
HOPE, Bob	50	47	+ 3
PECK, Gregory	50	49	+ 1
LADD, Alan	48	49	- 1
BOGART, Humphrey	46	47	- 1
COOPER, Gary	46	49	- 3
STEWART, James	45	41	+ 4
TRACY, Spencer	43	44	- 1
GABLE, Clark	42	43	- 1
GARFIELD, John	41	39	+ 2
POWER, Tyrone	41	43	- 2
FORD, Glenn	39	31	+ 8
KAYE, Danny	39	35	+ 4
MITCHUM, Robert	39	36	+ 3
LANCASTER, Burt	38	* (28, Summer 1948)	+10
ANDREWS, Dana	37	37	-
COTTEN, Joseph	37	39	- 2
KELLY, Gene	37	34	+ 3
MILLAND, Ray	37	* (40, Summer 1948)	- 3
SKELTON, Red	37	33	+ 4
PIDGEON, Walter	35	* (34, Summer 1948)	+ 1
BENDIX, William	33	35	- 2
FITZGERALD, Barry	33	* (30, Summer 1948)	+ 3
CAGNEY, James	32	32	-
FLYNN, Errol	32	34	- 2
FONDA, Henry	32	* (29, Summer 1948)	+ 3
ROBINSON, Edward G.	32	* (29, Summer 1948)	+ 3

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
JOHNSON, Van	31	32	- 1
JOLSON, Al	31	30	+ 1
SCOTT, Randolph	31	* (29, Summer 1948)	+ 2
MORGAN, Dennis	30	* (29, Summer 1948)	+ 1
RAFT, George	30	29	+ 1
MAC MURRAY, Fred	29	32	- 3
O'BRIEN, Pat	29	28	+ 1
PARKS, Larry	29	30	- 1
POWELL, Dick	28	27	+ 1
TAYLOR, Robert	28	31	- 3
CARSON, Jack	27	* (23, Summer 1948)	+ 4
COLMAN, Ronald	27	* (31, Summer 1948)	- 4
HEFLIN, Van	27	27	-
ASTAIRE, Fred	26	* (22, Summer 1948)	+ 4
REAGAN, Ronald	25	26	- 1
BARRYMORE, Lionel	24	21	+ 3
BENNY, Jack	24	* (23, Spring 1948)	+ 1
CLIFT, Montgomery	24	*	-
MONTGOMERY, Robert	24	* (22, Summer 1948)	+ 2
MARX BROTHERS	23	21	+ 2
DAILEY, Dan	22	17	+ 5
LAWFORD, Peter	22	24	- 2
WEBB, Clifton	22	20	+ 2
MUNI, Paul	21	* (23, Spring 1948)	- 2
OLIVIER, Laurence	21	* (13, Summer 1948)	+ 8
O'KEEFE, Dennis	20	17	+ 3
MASON, James	19	* (15, Summer 1948)	+ 4
MADISON, Guy	18	18	-

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
JENKINS, Jack "Butch"	17	*	-
MATURE, Victor	17	* (16, Summer 1948)	+ 1
ROGERS, Roy	17	* (13, Spring 1948)	+ 4
HARRISON, Rex	16	18	- 2
O'CONNOR, Donald	16	16	-
SINATRA, Frank	16	16	-
STEVENS, Mark	16	14	+ 2
WIDMARK, Richard	16	12	+ 4
MARTIN, Tony	15	14	+ 1
WELLES, Orson	15	16	- 1
DONLEVY, Brian	13	* (15, Summer 1948)	- 2
HOLDEN, William	13	11	+ 2
LUND, John	12	10	+ 2
MC ALLISTER, Lon	12	* (15, Summer 1948)	- 3
MURPHY, George	12	* (15, Summer 1948)	- 3
NIVEN, David	12	13	- 1
MC CREA, Joel	11	* (13, Summer 1948)	- 2
MORGAN, Frank	11	* (14, Spring 1948)	- 3
AYRES, Lew	10	10	-
LUKAS, Paul	9	* (12, Spring 1948)	- 3
PRESTON, Robert	8	* (10, Summer 1948)	- 2
RYAN, Robert	8	10	- 2
COBB, Lee J.	7	* (7, Summer 1948)	-
DUFF, Howard	6	5	+ 1
GWENN, Edmund	6	2	+ 4
TORME, Mel	6	*	-
WILLIAMS, Bill	6	* (6, Spring 1948)	-
AGAR, John	5	7	- 2

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (WINTER 1948)	REGULAR AUDIT (AUTUMN 1948)	DIFFERENCE
DOUGLAS, Kirk	5	5	-
FERRER, Jose	5	* (2, Summer 1948)	+ 3
CALHOUN, Rory	4	6	- 2
COREY, Wendell	4	4	-
GRANGER, Farley	4	3	+ 1
LYNN, Jeffrey	4	* (4, Spring 1948)	-
CALHERN, Louis	3	* (3, Spring 1948)	-
GENN, Leo	3	* (2, Summer 1948)	+ 1
MONTALBAN, Ricardo	3	*	-
STOCKWELL, Dean	3	4	- 1
HOMOLKA, Oscar	2	* (4, Summer 1948)	- 2
NEAL, Tom	2	* (2, Spring 1948)	-
BROMFIELD, John	1	*	-

* Not measured in Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	28	Autumn 1948
AGAR, John	5	Winter 1948
AHERNE, Brian	7	Spring 1948
ALBERT, Eddie	5	Autumn 1948
ALDA, Robert	7	Summer 1948
ALLBRITTON, Louise	2	Summer 1948
ALLYSON, June	34	Autumn 1948
AMECHE, Don	13	Summer 1948
AMES, Leon	2	Winter 1946
AMOS 'N ANDY	11	Autumn 1948
ANDREWS, Dana	37	Winter 1948
ANDREWS SISTERS	17	Summer 1948
ARMENDARIZ, Pedro	4	Autumn 1948
ARNOLD, Edward	11	Spring 1948
ARTHUR, Jean	14	Autumn 1948
ASTAIRE, Fred	26	Winter 1948
AUMONT, Jean Pierre	7	Summer 1948
AUTRY, Gene	13	Autumn 1948
AYRES, Lew	10	Winter 1948
BACALL, Lauren	21	Winter 1948
BALL, Lucille	18	Winter 1948
BARRYMORE, Ethel	13	Winter 1948
BARRYMORE, Lionel	24	Winter 1948
BAXTER, Anne	17	Summer 1948
BEERY, Wallace	21	Summer 1948
BEL GEDDES, Barbara	5	Winter 1948
BELITA	2	Spring 1948
BENDIX, William	33	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BENNETT, Constance	5	Summer 1948
BENNETT, Joan	18	Autumn 1948
BENNY, Jack	24	Winter 1948
BERGEN & MC CARTHY	13	Autumn 1948
BERGMAN, Ingrid	55	Winter 1948
BEY, Turhan	8	Spring 1948
BICKFORD, Charles	6	Summer 1948
BLAIR, Janet	11	Summer 1948
BLONDELL, Joan	10	Autumn 1948
BLYTH, Ann	12	Winter 1948
BOGART, Humphrey	46	Winter 1948
BOWMAN, Lee	3	Summer 1948
BOYER, Charles	17	Summer 1948
BRACKEN, Eddie	18	Autumn 1948
BREMER, Lucille	4	Spring 1948
BRENT, George	14	Autumn 1948
BRITTON, Barbara	5	Summer 1948
BROMFIELD, John	1	Winter 1948
BROOKS, Hazel	3	Autumn 1948
BROOKS, Leslie	4	Spring 1948
BRUCE, Nigel	3	Summer 1948
BUCHANAN, Edgar	2	Winter 1947
BURNETTE, Smiley	8	Summer 1948
CAESAR, Sid	3	Autumn 1948
CAGNEY, James	32	Winter 1948
CAGNEY, Jeanne	5	Winter 1948
CALHERN Louis	3	Winter 1948
CALHOUN, Rory	4	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CALVERT, Phyllis	2	Spring 1948
CAMERON, Rod	9	Autumn 1948
CANOVA, Judy	16	Summer 1948
CANTOR, Eddie	23	Autumn 1948
CAREY, Macdonald	3	Summer 1948
CARMICHAEL, Hoagy	20	Autumn 1948
CARROLL, Madeleine	11	Autumn 1948
CARSON, Jack	27	Winter 1948
CARTER, Janis	4	Spring 1948
CAULFIELD, Joan	20	Autumn 1948
CHAPLIN, Charles	9	Autumn 1948
CHAPMAN, Marguerite	5	Summer 1948
CHARISSE, Cyd	7	Autumn 1948
CHEVALIER, Maurice	2	Summer 1948
CLARK, Buddy	5	Summer 1948
CLARK, Dane	21	Autumn 1948
CLIFT, Montgomery	24	Winter 1948
COBB, Lee J.	7	Winter 1948
COBURN, Charles	7	Autumn 1948
COCHRAN, Steve	1	Spring 1948
COLBERT, Claudette	34	Winter 1948
COLMAN, Ronald	27	Winter 1948
COMO, Perry	12	Autumn 1948
CONTE, Richard	11	Autumn 1948
COOPER, Gary	46	Winter 1948
COOPER, Gladys	2	Spring 1948
COOPER, Jackie	11	Autumn 1948
COOTE, Robert	**	Autumn 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
COREY, Wendell	4	Winter 1948
COTTEN, Joseph	37	Winter 1948
COURTLAND, Jerome	2	Autumn 1947
CRAIG, James	11	Spring 1948
CRAIN, Jeanne	31	Winter 1948
CRAWFORD, Joan	26	Winter 1948
CRONYN, Hume	4	Autumn 1948
CROSBY, Bing	57	Winter 1948
CROSET, Paule	2	Spring 1948
CULVER, Roland	1	Summer 1948
CUMMINGS, Constance	1	Summer 1948
CUMMINGS, Robert	16	Autumn 1948
CUMMINS, Peggy	9	Summer 1948
DAILEY, Dan	22	Winter 1948
DALL, John	3	Autumn 1948
DARNELL, Linda	19	Autumn 1948
DAVIS, Bette	32	Winter 1948
DAVIS, Joan	20	Autumn 1948
DAY, Dennis	13	Autumn 1948
DAY, Doris	13	Winter 1948
DAY, Laraine	20	Autumn 1948
DE CARLO, Yvonne	14	Autumn 1948
DE CORDOVA, Arturo	6	Summer 1948
DE FORE, Don	6	Autumn 1948
DE HAVEN, Gloria	12	Summer 1948
DE HAVILLAND, Olivia	35	Winter 1948
DE WOLFE, Billy	19	Autumn 1948
DEL RIO, Dolores	3	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DEVINE, Andy	9	Summer 1948
DICK, Douglas	1	Autumn 1948
DIETRICH, Marlene	14	Autumn 1948
DINNING SISTERS	3	Autumn 1947
DONAT, Robert	6	Summer 1948
DONLEVY, Brian	13	Winter 1948
DONNELL, Jeff	2	Spring 1948
DOUGLAS, Kirk	5	Winter 1948
DOUGLAS, Melvyn	12	Autumn 1948
DRAKE, Alfred	2	Summer 1948
DRAKE, Betsy	3	Winter 1948
DRAKE, Tom	18	Autumn 1948
DREW, Ellen	3	Summer 1948
DUFF, Howard	6	Winter 1948
DUNNE, Irene	24	Winter 1948
DURANTE, Jimmy	29	Autumn 1948
DURBIN, Deanna	19	Autumn 1948
DURYEA, Dan	11	Autumn 1948
DVORAK, Ann	5	Summer 1948
EDDY, Nelson	13	Summer 1948
EVANS, Joan	1	Winter 1948
FAIRBANKS, Douglas, Jr.	24	Autumn 1948
FAYE, Alice	19	Spring 1948
FERRER, Jose	5	Winter 1948
FITZGERALD, Barry	33	Winter 1948
FITZGERALD, Geraldine	10	Summer 1948
FLEMING, Rhonda	1	Winter 1948
FLYNN, Errol	32	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
FOCH, Nina	2	Autumn 1948
FONDA, Henry	32	Winter 1948
FONTAINE, Joan	27	Winter 1948
FORD, Glenn	39	Winter 1948
FOSTER, Preston	9	Autumn 1948
FOSTER, Susanna	6	Autumn 1948
FREEMAN, Mona	3	Autumn 1948
GABLE, Clark	42	Winter 1948
GARBO, Greta	10	Autumn 1948
GARDNER, Ava	19	Winter 1948
GARFIELD, John	41	Winter 1948
GARLAND, Judy	34	Winter 1948
GARNER, Peggy Ann	7	Spring 1948
GARSON, Greer	33	Winter 1948
GENN, Leo	3	Winter 1948
GLEASON, James	7	Autumn 1948
GODDARD, Paulette	28	Winter 1948
GOLDWYN GIRLS	4	Autumn 1948
GOODMAN, Benny	9	Autumn 1948
GORDON, Anita	1	Summer 1947
GRABLE, Betty	34	Winter 1948
GRAHAME, Gloria	1	Winter 1948
GRANGER, Farley	4	Winter 1948
GRANGER, Stewart	5	Summer 1948
GRANT, Cary	51	Winter 1948
GRANVILLE, Bonita	5	Autumn 1948
GRAY, Coleen	3	Autumn 1948
GRAYSON, Kathryn	17	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
GREENE, Richard	6	Summer 1948
GREENSTREET, Sydney	20	Summer 1948
GREER, Jane	5	Winter 1948
GWENN, Edmund	6	Winter 1948
HALE, Barbara	4	Autumn 1948
HALL, Jon	11	Summer 1948
HARDING, Ann	3	Summer 1948
HARDWICKE, Sir Cedric	3	Summer 1948
HARRISON, Rex	16	Winter 1948
HASSO, Signe	4	Spring 1948
HAVER, June	19	Autumn 1948
HAVOC, June	8	Autumn 1948
HAYDN, Richard	5	Autumn 1948
HAYES, Peter Lind	5	Spring 1948
HAYMES, Dick	22	Autumn 1948
HAYWARD, Louis	11	Autumn 1948
HAYWARD, Susan	24	Winter 1948
HAYWORTH, Rita	38	Winter 1948
HEFLIN, Van	27	Winter 1948
HENDRIX, Wanda	4	Autumn 1948
HENIE, Sonja	16	Summer 1948
HENREID, Paul	16	Summer 1948
HEPBURN, Katharine	22	Winter 1948
HODIAK, John	22	Autumn 1948
HOLDEN, William	13	Winter 1948
HOLM, Celeste	6	Autumn 1948
HOMOLKA, Oscar	2	Winter 1948
HOPE, Bob	50	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HORTON, Edward Everett	6	Summer 1948
HUNT, Marsha	10	Summer 1948
HUSTON, Walter	15	Autumn 1948
HUTTON, Betty	35	Winter 1948
HUTTON, Robert	9	Autumn 1948
IVES, Burl	5	Winter 1947
JARMAN, Claude, Jr.	8	Winter 1947
JEFFREYS, Anne	3	Autumn 1948
JENKINS, Jack "Butch"	17	Winter 1948
JERGENS, Adele	1	Spring 1948
JOHNSON, Celia	**	Spring 1948
JOHNSON, Van	31	Winter 1948
JOLSON, Al	31	Winter 1948
JONES, Jennifer	33	Winter 1948
JOURDAN, Louis	3	Winter 1947
KARLOFF, Boris	15	Summer 1948
KAYE, Danny	39	Winter 1948
KELLY, Gene	37	Winter 1948
KERR, Deborah	14	Spring 1948
KEYES, Evelyn	8	Winter 1948
KILBRIDE, Percy	1	Spring 1948
KING, Andrea	1	Spring 1948
KINGS MEN	6	Autumn 1947
KNOWLES, Patric	2	Spring 1948
KNOX, Alexander	3	Summer 1948
KORVIN, Charles	4	Spring 1948
LADD, Alan	48	Winter 1948
LAKE, Arthur	7	Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LAKE, Veronica	14	Autumn 1948
LAMARR, Hedy	23	Winter 1948
LAMOUR, Dorothy	21	Autumn 1948
LANCASTER, Burt	38	Winter 1948
LANDIS, Carole	11	Spring 1948
LANGFORD, Frances	9	Autumn 1948
LANSBURY, Angela	4	Winter 1948
LAUGHTON, Charles	17	Autumn 1948
LAWFORD, Peter	22	Winter 1948
LEIGH, Vivien	17	Spring 1948
LESLIE, Joan	13	Winter 1948
LEVANT, Oscar	14	Summer 1948
LEWIS, Jerry & MARTIN, Dean	4	Autumn 1948
LINDSAY, Margaret	2	Summer 1947
LOCKHART, Gene	3	Summer 1948
LOCKWOOD, Margaret	3	Summer 1948
LONG, Richard	3	Spring 1948
LOUISE, Anita	2	Spring 1948
LOY, Myrna	21	Autumn 1948
LUKAS, Paul	9	Winter 1948
LUND, John	12	Winter 1948
LUPINO, Ida	20	Winter 1948
LYNN, Diana	11	Winter 1948
LYNN, Jeffrey	4	Winter 1948
MAC DONALD, Jeanette	16	Autumn 1948
MAC MURRAY, Fred	29	Winter 1948
MACREADY, George	1	Autumn 1947
MADISON, Guy	18	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MAIN, Marjorie	9	Spring 1948
MARCH, Fredric	18	Autumn 1948
MARSHAL, Alan	3	Winter 1947
MARSHALL, Herbert	13	Spring 1948
MARTIN, Dean & LEWIS, Jerry	4	Autumn 1948
MARTIN, Freddy, & Orchestra	12	Autumn 1947
MARTIN, Tony	15	Winter 1948
MARX BROTHERS	23	Winter 1948
MASON, James	19	Winter 1948
MASSEY, Raymond	12	Spring 1948
MATURE, Victor	17	Winter 1948
MAYO, Virginia	16	Winter 1948
MC ALLISTER, Lon	12	Winter 1948
MC CREA, Joel	11	Winter 1948
MC DONALD, Marie	7	Winter 1947
MC DOWALL, Roddy	11	Spring 1948
MC GUIRE, Dorothy	18	Winter 1948
MC LAGLEN, Victor	8	Winter 1947
MELCHIOR, Lauritz	12	Summer 1948
MENJOU, Adolphe	6	Summer 1948
MEREDITH, Burgess	8	Summer 1948
MILLAND, Ray	37	Winter 1948
MILLER, Ann	7	Autumn 1948
MILLER, Kristine	1	Winter 1948
MILLS, John	2	Summer 1948
MITCHELL, Thomas	15	Spring 1948
MITCHUM, Robert	39	Winter 1948
MOFFETT, Sharyn	**	Winter 1946

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MONTALBAN, Ricardo	3	Winter 1948
MONTEZ, Maria	9	Winter 1948
MONTGOMERY, George	15	Summer 1948
MONTGOMERY, Robert	24	Winter 1948
MOORE, Terry	3	Winter 1948
MORAN, Dolores	**	Spring 1948
MORGAN, Dennis	30	Winter 1948
MORGAN, Frank	11	Winter 1948
MORGAN, Henry	13	Autumn 1948
MUNI, Paul	21	Winter 1948
MURPHY, George	12	Winter 1948
NEAGLE, Anna	3	Spring 1948
NEAL, Tom	2	Winter 1948
NIVEN, David	12	Winter 1948
OBERON, Merle	10	Autumn 1948
O'BRIEN, Edmond	4	Autumn 1948
O'BRIEN, Margaret	22	Autumn 1948
O'BRIEN, Pat	29	Winter 1948
O'CONNOR, Donald	16	Winter 1948
O'DONNELL, Cathy	3	Winter 1948
O'HARA, Maureen	23	Autumn 1948
O'KEEFE, Dennis	20	Winter 1948
OLIVIER, Laurence	21	Winter 1948
O'SULLIVAN, Maureen	11	Winter 1948
PAIGE, Janis	7	Spring 1948
PALMER, Lilli	8	Spring 1948
PARKER, Eleanor	6	Winter 1948
PARKER, Willard	2	Summer 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
PARKS, Larry	29	Winter 1948
PATRICK, Gail	4	Summer 1948
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947
PAYNE, John	23	Autumn 1948
PECK, Gregory	50	Winter 1948
PERREAU, Gigi	2	Winter 1948
PETERS, Jean	5	Autumn 1948
PETERS, Susan	20	Spring 1948
PIDGEON, Walter	35	Winter 1948
PLATT, Marc	3	Summer 1948
POWELL, Dick	28	Winter 1948
POWELL, Jane	18	Autumn 1948
POWELL, William	18	Autumn 1948
POWER, Tyrone	41	Winter 1948
PRESTON, Robert	8	Winter 1948
PRICE, Vincent	11	Summer 1948
QUINN, Anthony	9	Summer 1948
RAFT, George	30	Winter 1948
RAINES, Ella	9	Spring 1948
RAINS, Claude	18	Summer 1948
RANDELL, Ron	3	Autumn 1948
RATHBONE, Basil	14	Summer 1948
RAYE, Martha	10	Winter 1947
RAYMOND, Gene	4	Summer 1948
REAGAN, Ronald	25	Winter 1948
REDGRAVE, Michael	4	Spring 1948
REED, Donna	9	Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
REED, Philip	3	Spring 1948
RICHARDSON, Ralph	1	Summer 1948
ROBINSON, Edward G.	32	Winter 1948
ROGERS, Ginger	23	Winter 1948
ROGERS, Roy	17	Winter 1948
ROMERO, Cesar	12	Autumn 1948
ROONEY, Mickey	24	Autumn 1948
RUSSELL, Andy	12	Spring 1948
RUSSELL, Gail	12	Autumn 1948
RUSSELL, Jane	20	Winter 1948
RUSSELL, Rosalind	25	Winter 1948
RYAN, Robert	8	Winter 1948
SANDERS, George	14	Summer 1948
SCOTT, Lizabeth	27	Winter 1948
SCOTT, Martha	5	Summer 1948
SCOTT, Randolph	31	Winter 1948
SCOTT, Zachary	18	Spring 1948
SHERIDAN, Ann	26	Winter 1948
SHIRLEY, Anne	7	Spring 1948
SHORE, Dinah	14	Spring 1948
SIDNEY, Sylvia	8	Winter 1947
SIMMONS, Jean	1	Autumn 1948
SINATRA, Frank	16	Winter 1948
SINGLETON, Penny	11	Spring 1948
SKELTON, Red	37	Winter 1948
SLEZAK, Walter	4	Spring 1947
SMITH, Alexis	10	Winter 1948
SMITH, Kent	2	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SONS OF THE PIONEERS	8	Spring 1948
SOTHERN, Ann	20	Autumn 1948
STACK, Robert	4	Autumn 1948
STAFFORD, Jo	8	Winter 1948
STANWYCK, Barbara	32	Winter 1948
STARRETT, Charles	5	Winter 1947
STEVENS, Mark	16	Winter 1948
STEWART, James	45	Winter 1948
STOCKWELL, Dean	3	Winter 1948
STONE, Lewis	5	Summer 1948
STORM, Gale	5	Summer 1948
SULLIVAN, Barry	6	Summer 1948
TAMIROFF, Akim	7	Summer 1948
TAYLOR, Elizabeth	22	Winter 1948
TAYLOR, Robert	28	Winter 1948
TEMPLE, Shirley	28	Winter 1948
TETZEL, Joan	1	Winter 1948
THOMAS, Danny	7	Summer 1948
THOMPSON, Marshall	2	Autumn 1948
TIERNEY, Gene	27	Winter 1948
TIERNEY, Lawrence	7	Summer 1948
TODD, Ann E.	5	Spring 1948
TONE, Franchot	15	Summer 1948
TORME, Mel	6	Winter 1948
TOTTER, Audrey	5	Autumn 1948
TRACY, Spencer	43	Winter 1948
TRAVERS, Henry	1	Spring 1947
TREVOR, Claire	6	Winter 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
TUFTS, Sonny	19	Autumn 1948
TURNER, Lana	37	Winter 1948
TYLER, Beverly	5	Spring 1948
VALLI,	16	Winter 1948
VERA-ELLEN	5	Summer 1948
WALKER, Robert	21	Autumn 1948
WARING, Fred, & Pennsylvanians	11	Autumn 1947
WARRICK, Ruth	3	Summer 1948
WAYNE, John	31	Autumn 1948
WEBB, Clifton	22	Winter 1948
WELLES, Orson	15	Winter 1948
WIDMARK, Richard	16	Winter 1948
WILDE, Cornel	27	Autumn 1948
WILLIAMS, Bill	6	Winter 1948
WILLIAMS, Esther	36	Winter 1948
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	15	Spring 1948
WRIGHT, Teresa	16	Autumn 1948
WYATT, Jane	7	Autumn 1948
WYMAN, Jane	31	Winter 1948
WYNN, Keenan	15	Autumn 1948
YOUNG, Loretta	35	Winter 1948
YOUNG, Robert	29	Autumn 1948

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average of 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns of 10,000 to 100,000 who on the average pay 50 cents or more. This group as a whole pays an average price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
BERGMAN, Ingrid	59	55	+ 4
DE HAVILLAND, Olivia	39	35	+ 4
HAYWORTH, Rita	38	38	-
COLBERT, Claudette	37	34	+ 3
TURNER, Lana	37	37	-
JONES, Jennifer	36	33	+ 3
WILLIAMS, Esther	36	36	-
YOUNG, Loretta	36	35	+ 1
GARSON, Greer	35	33	+ 2
WYMAN, Jane	35	31	+ 4
DAVIS, Bette	34	32	+ 2
STANWYCK, Barbara	33	32	+ 1
CRAIN, Jeanne	32	31	+ 1
GARLAND, Judy	32	34	- 2
GRABLE, Betty	32	34	- 2
HUTTON, Betty	31	35	- 4
GODDARD, Paulette	29	28	+ 1
TIERNEY, Gene	29	27	+ 2
CRAWFORD, Joan	28	26	+ 2
FONTAINE, Joan	28	27	+ 1
SCOTT, Lizabeth	28	27	+ 1
RUSSELL, Rosalind	27	25	+ 2
SHERIDAN, Ann	26	26	-
DUNNE, Irene	25	24	+ 1
HAYWARD, Susan	25	24	+ 1
HEPBURN, Katharine	24	22	+ 2
TEMPLE, Shirley	24	28	- 4
LUPINO, Ida	22	20	+ 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
TAYLOR, Elizabeth	22	22	-
BACALL, Lauren	21	21	-
LAMARR, Hedy	21	23	- 2
ROGERS, Ginger	21	23	- 2
BALL, Lucille	20	18	+ 2
GARDNER, Ava	19	19	-
MC GUIRE, Dorothy	19	18	+ 1
RUSSELL, Jane	19	20	- 1
VALLI	16	16	-
BARRYMORE, Ethel	15	13	+ 2
MAYO, Virginia	15	16	- 1
LESLIE, Joan	14	13	+ 1
DAY, Doris	13	13	-
BLYTH, Ann	12	12	-
LYNN, Diana	11	11	-
O'SULLIVAN, Maureen	11	11	-
SMITH, Alexis	10	10	-
KEYES, Evelyn	8	8	-
MONTEZ, Maria	8	9	- 1
STAFFORD, Jo	7	8	- 1
TREVOR, Claire	7	6	+ 1
BEL GEDDES, Barbara	6	5	+ 1
GREER, Jane	6	5	+ 1
PARKER, Eleanor	6	6	-
CAGNEY, Jeanne	5	5	-
DRAKE, Betsy	4	3	+ 1
LANSBURY, Angela	4	4	-
MOORE, Terry	3	3	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
O'DONNELL, Cathy	2	3	- 1
PERREAU, Gigi	2	2	-
EVANS, Joan	1	1	-
FLEMING, Rhonda	1	1	-
GRAHAME, Gloria	1	1	-
MILLER, Kristine	1	1	-
TETZEL, Joan	1	1	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
CROSBY, Bing	56	57	- 1
GRANT, Cary	52	51	+ 1
PECK, Gregory	52	50	+ 2
STEWART, James	48	45	+ 3
HOPE, Bob	47	50	- 3
BOGART, Humphrey	46	46	-
COOPER, Gary	46	46	-
LADD, Alan	44	48	- 4
TRACY, Spencer	44	43	+ 1
FORD, Glenn	42	39	+ 3
GARFIELD, John	42	41	+ 1
GABLE, Clark	41	42	- 1
POWER, Tyrone	41	41	-
COTTEN, Joseph	40	37	+ 3
MILLAND, Ray	40	37	+ 3
MITCHUM, Robert	40	39	+ 1
KAYE, Danny	39	39	-
PIDGEON, Walter	39	35	+ 4
KELLY, Gene	38	37	+ 1
LANCASTER, Burt	38	38	-
ANDREWS, Dana	36	37	- 1
FONDA, Henry	35	32	+ 3
FITZGERALD, Barry	34	33	+ 1
BENDIX, William	32	33	- 1
CAGNEY, James	32	32	-
ROBINSON, Edward G.	32	32	-
HEFLIN, Van	31	27	+ 4
COLMAN, Ronald	30	27	+ 3

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
FLYNN, Errol	30	32	- 2
JOLSON, Al	30	31	- 1
RAFT, George	30	30	-
SKELTON, Red	30	37	- 7
CLIFT, Montgomery	28	24	+ 4
MAC MURRAY, Fred	28	29	- 1
MORGAN, Dennis	28	30	- 2
SCOTT, Randolph	28	31	- 3
TAYLOR, Robert	28	28	-
ASTAIRE, Fred	27	26	+ 1
JOHNSON, Van	27	31	- 4
PARKS, Larry	27	29	- 2
POWELL, Dick	27	28	- 1
REAGAN, Ronald	27	25	+ 2
O'BRIEN, Pat	26	29	- 3
BARRYMORE, Lionel	25	24	+ 1
CARSON, Jack	25	27	- 2
WEBB, Clifton	25	22	+ 3
MONTGOMERY, Robert	24	24	-
OLIVIER, Laurence	24	21	+ 3
MUNI, Paul	23	21	+ 2
DAILEY, Dan	22	22	-
MARX BROTHERS	21	23	- 2
MASON, James	21	19	+ 2
BENNY, Jack	20	24	- 4
LAWFORD, Peter	20	22	- 2
O'KEEFE, Dennis	20	20	-
HARRISON, Rex	19	16	+ 3

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
WIDMARK, Richard	18	16	+ 2
MADISON, Guy	17	18	- 1
MATURE, Victor	17	17	-
STEVENS, Mark	17	16	+ 1
JENKINS, Jack "Butch"	16	17	- 1
O'CONNOR, Donald	16	16	-
WELLES, Orson	16	15	+ 1
MARTIN, Tony	15	15	-
DONLEVY, Brian	14	13	+ 1
SINATRA, Frank	14	16	- 2
HOLDEN, William	13	13	-
LUND, John	13	12	+ 1
MURPHY, George	13	12	+ 1
NIVEN, David	13	12	+ 1
MC ALLISTER, Lon	12	12	-
AYRES, Lew	11	10	+ 1
MC CREA, Joel	11	11	-
ROGERS, Roy	11	17	- 6
LUKAS, Paul	10	9	+ 1
MORGAN, Frank	10	11	- 1
COBB, Lee J.	8	7	+ 1
PRESTON, Robert	8	8	-
RYAN, Robert	8	8	-
GWENN, Edmund	7	6	+ 1
DUFF, Howard	6	6	-
FERRER, Jose	6	5	+ 1
COREY, Wendell	5	4	+ 1
DOUGLAS, Kirk	5	5	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (WINTER 1948)	REGULAR AUDIT (WINTER 1948)	DIFFERENCE
WILLIAMS, Bill	5	6	- 1
AGAR, John	4	5	- 1
GENN, Leo	4	3	+ 1
GRANGER, Farley	4	4	-
LYNN, Jeffrey	4	4	-
TORME, Mel	4	6	- 2
CALHERN, Louis	3	3	-
CALHOUN, Rory	3	4	- 1
HOMOLKA, Oscar	3	2	+ 1
MONTALBAN, Ricardo	3	3	-
STOCKWELL, Dean	3	3	-
BROMFIELD, John	1	1	-
NEAL, Tom	1	2	- 1

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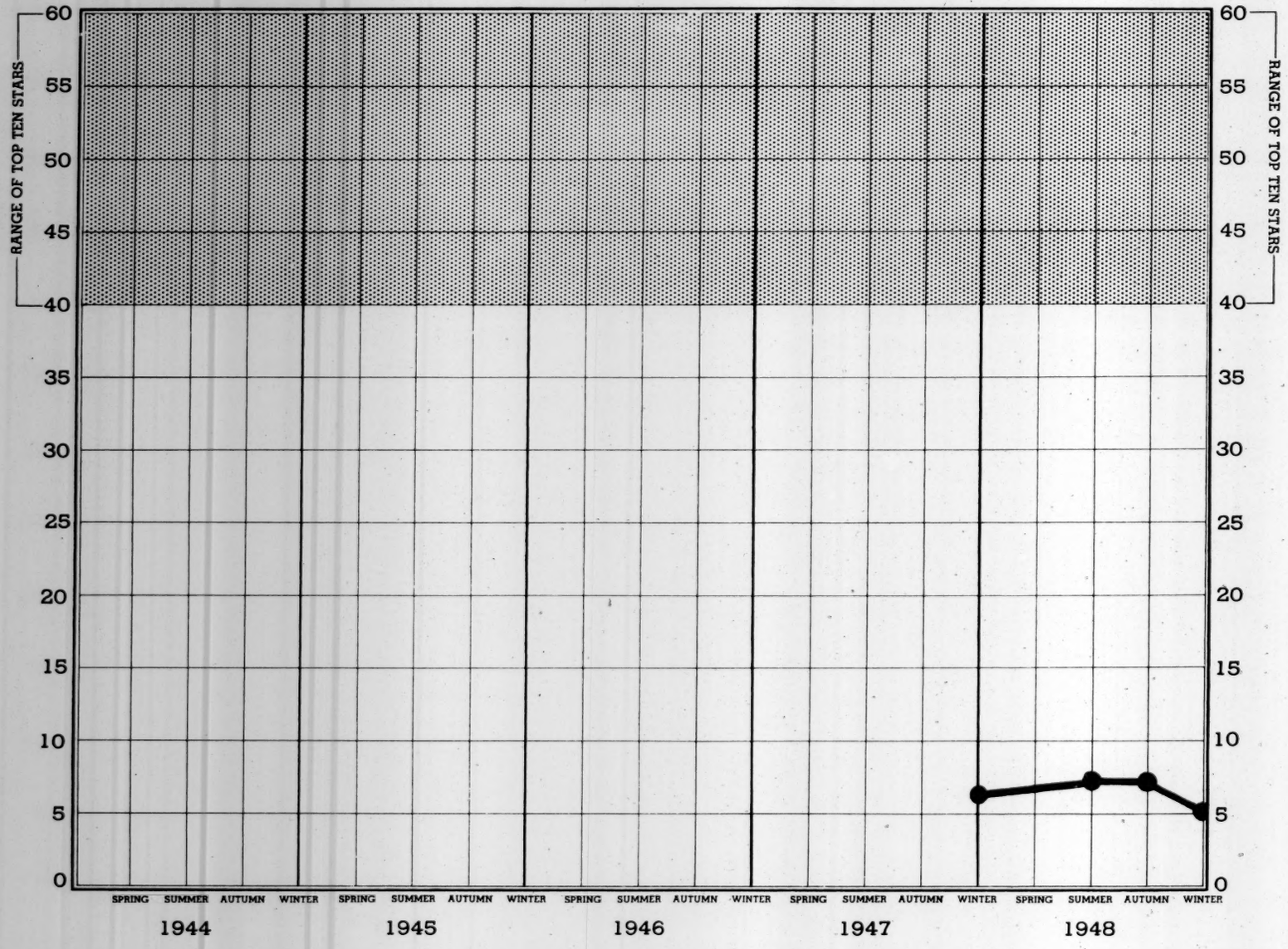

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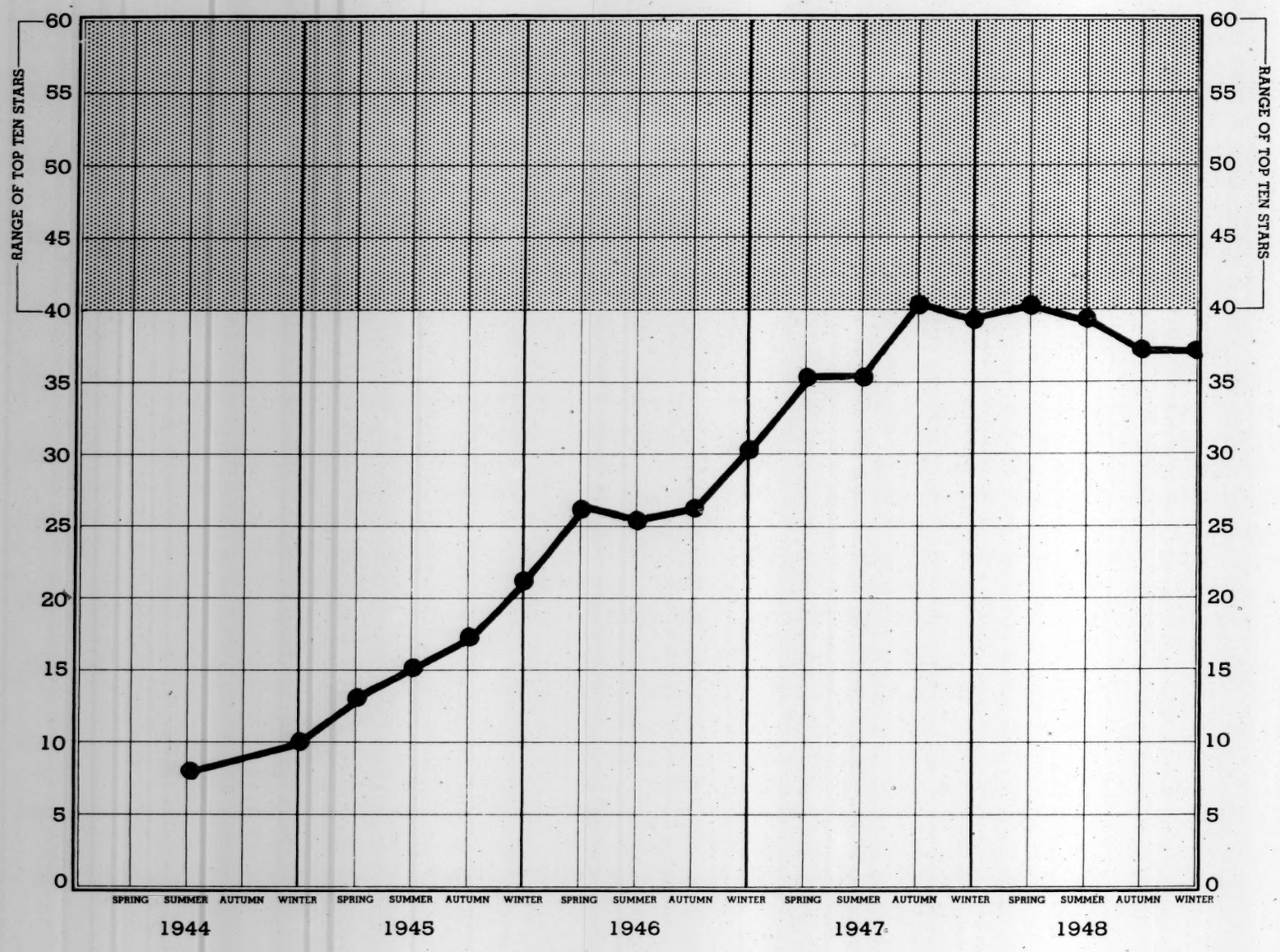

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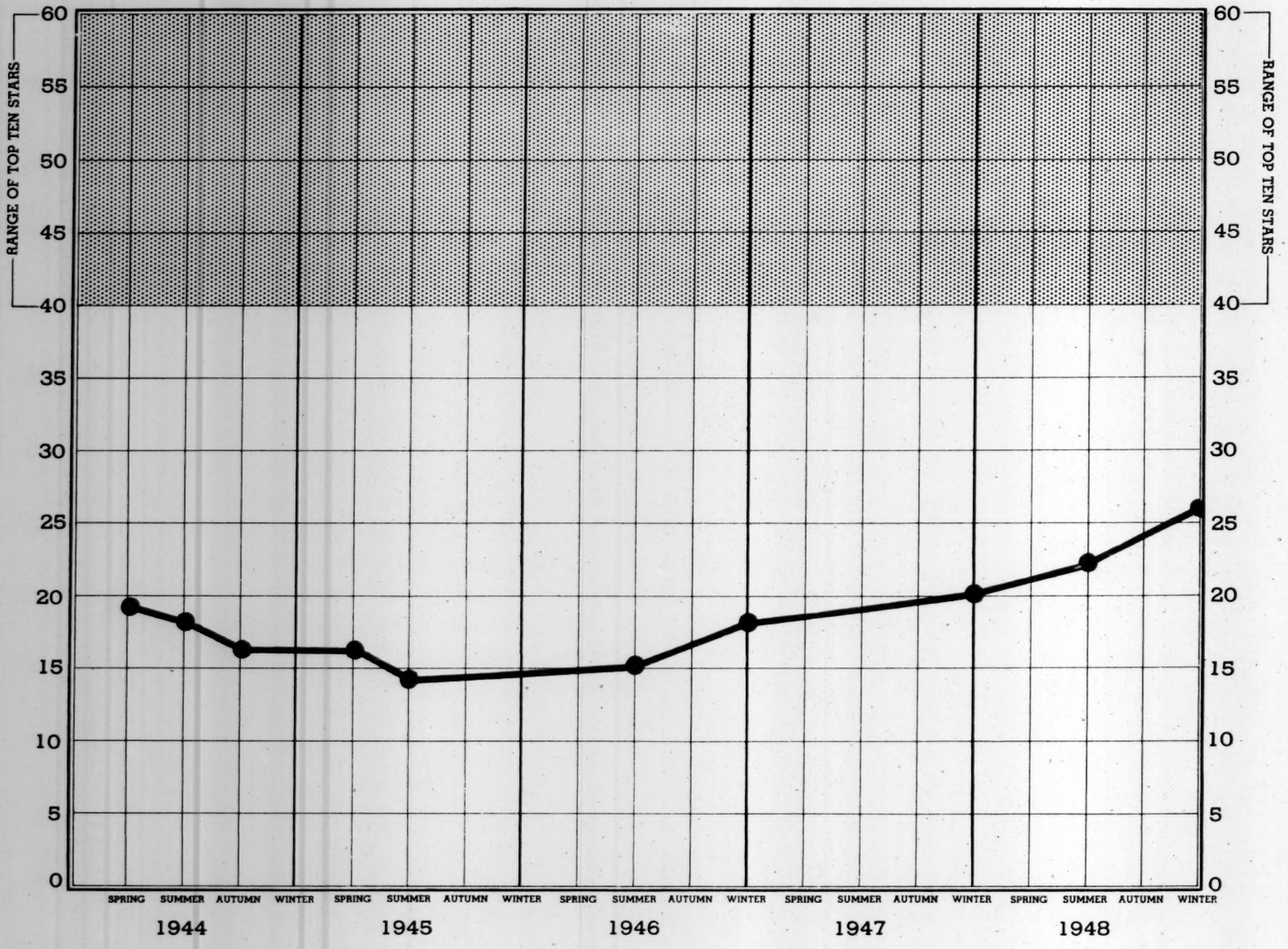

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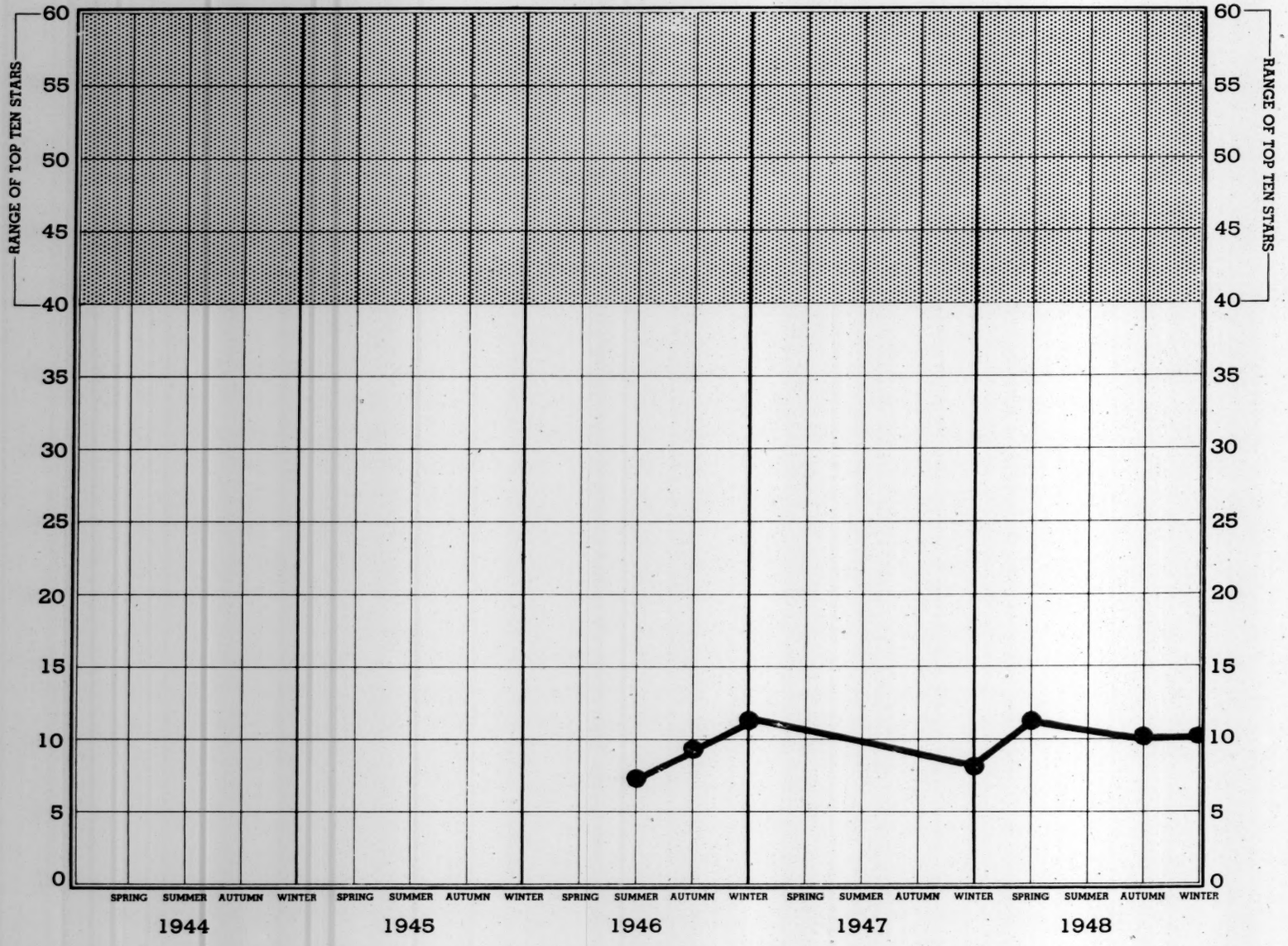

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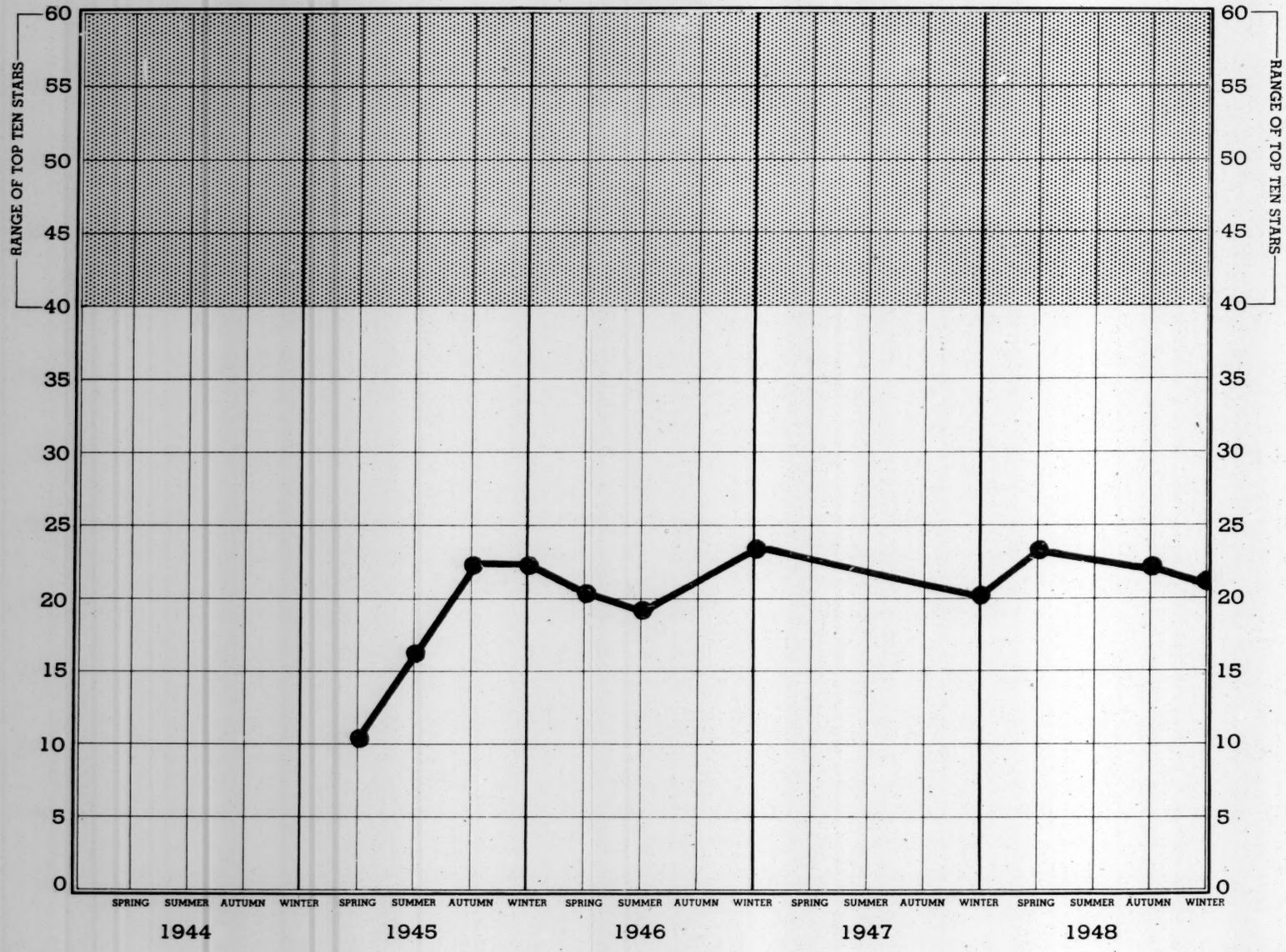

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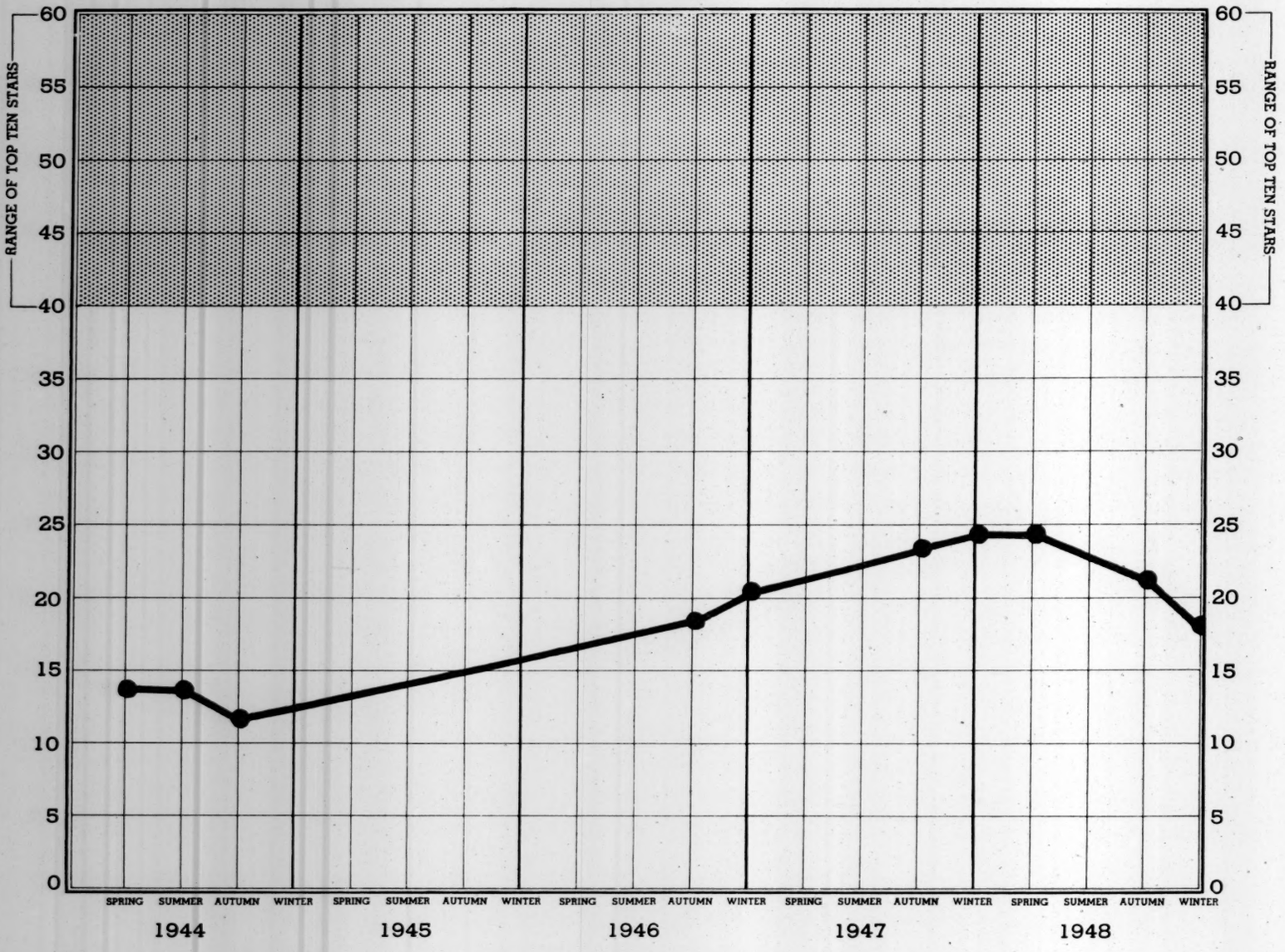

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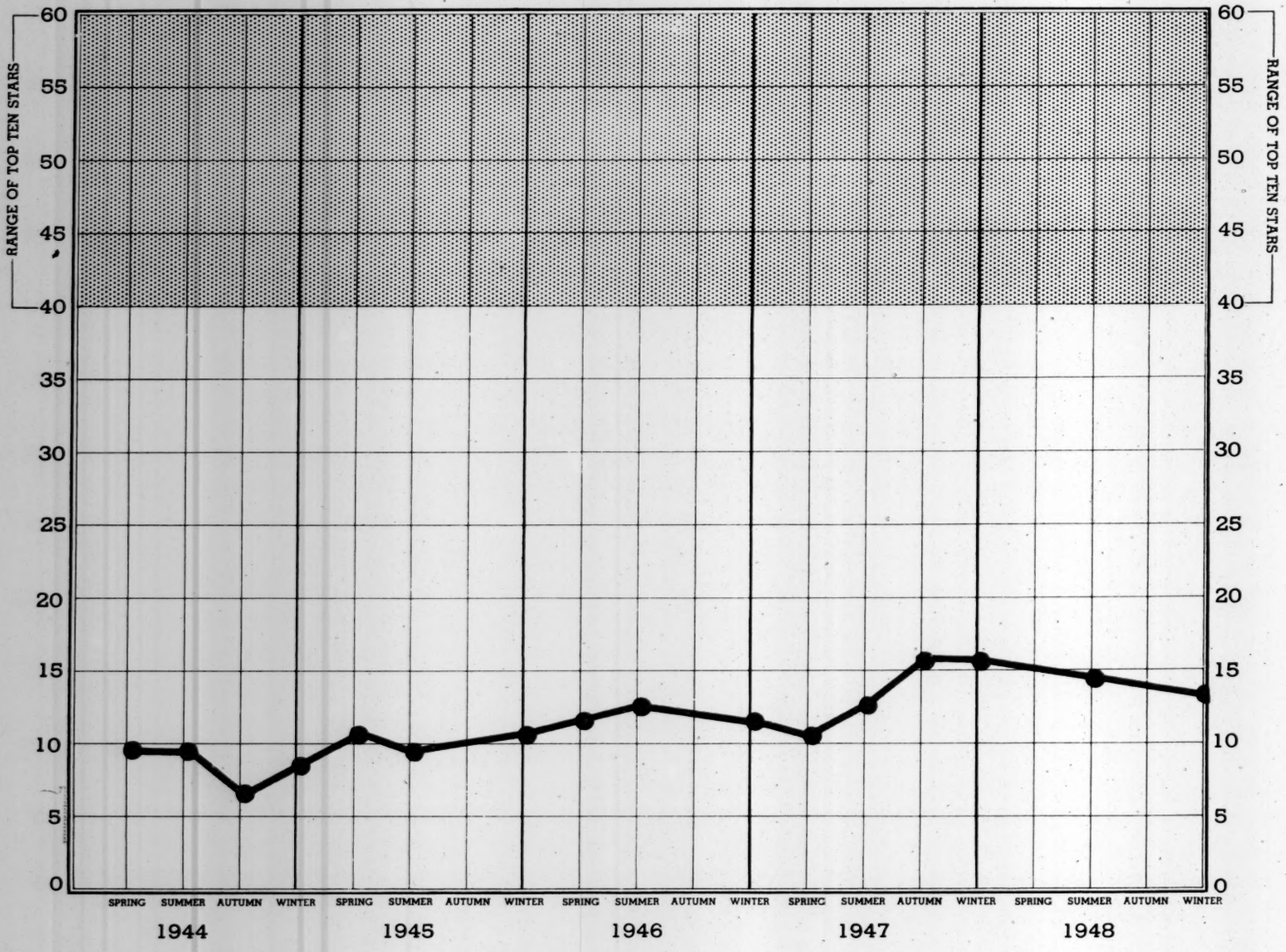

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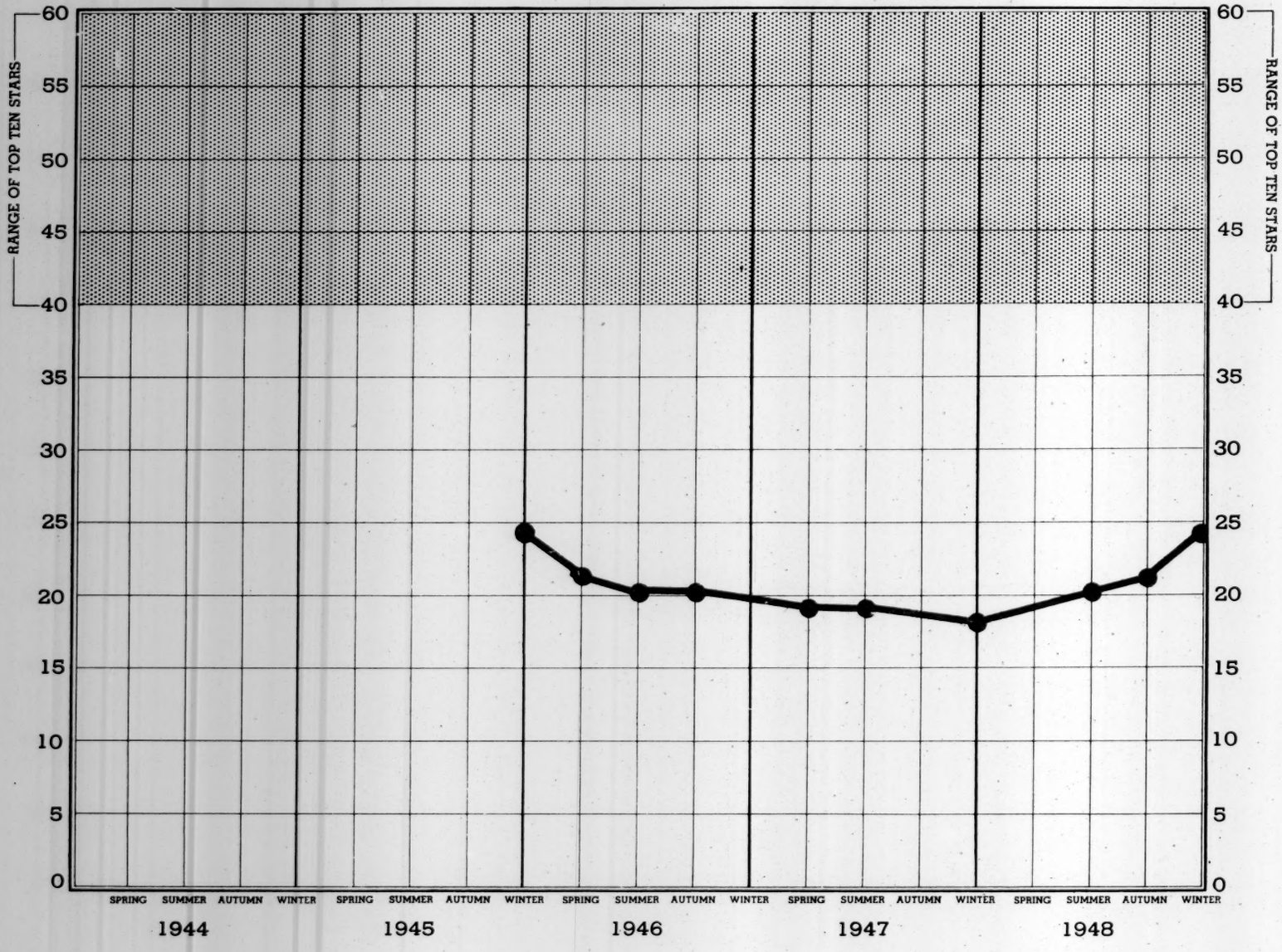

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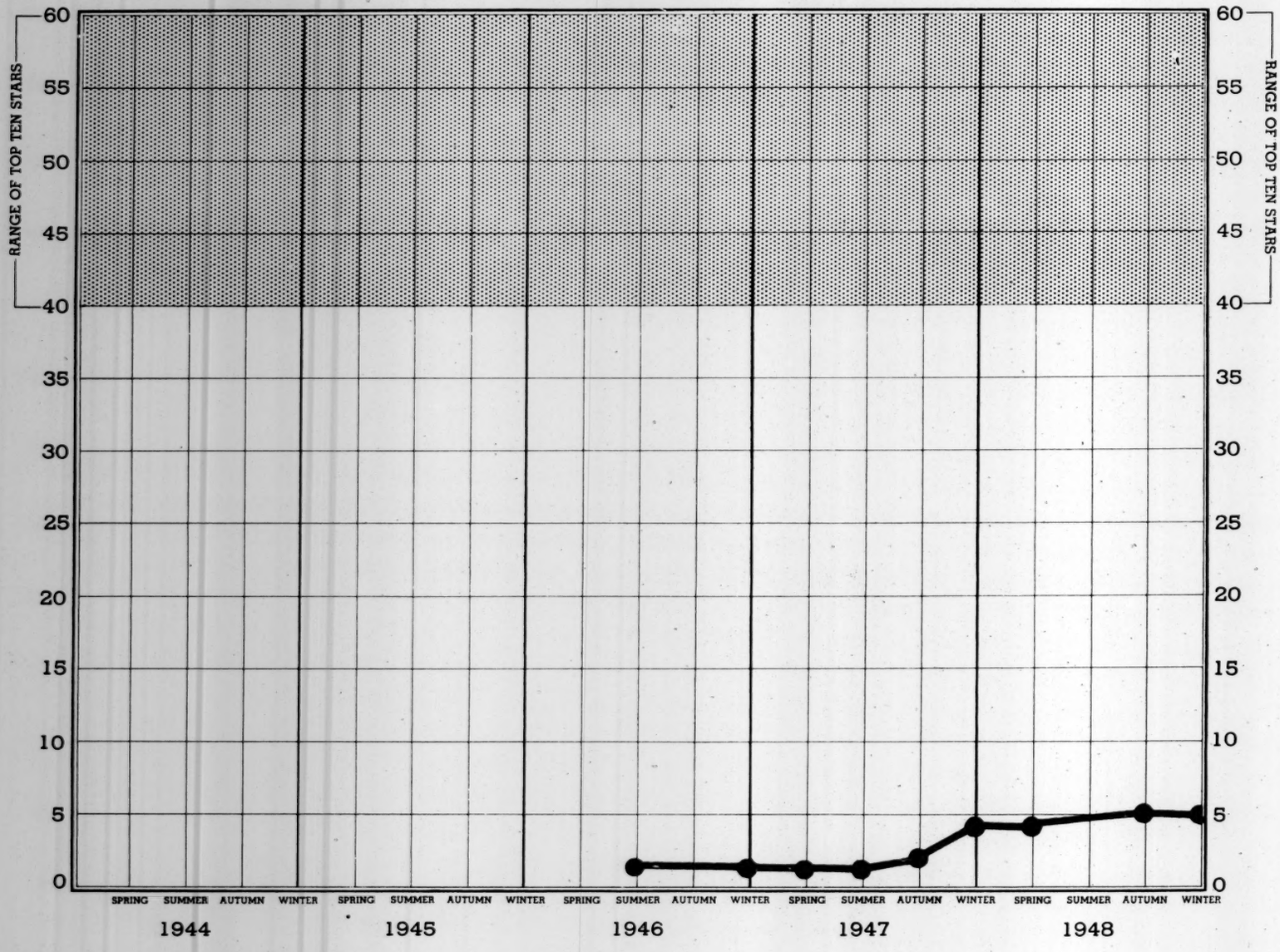

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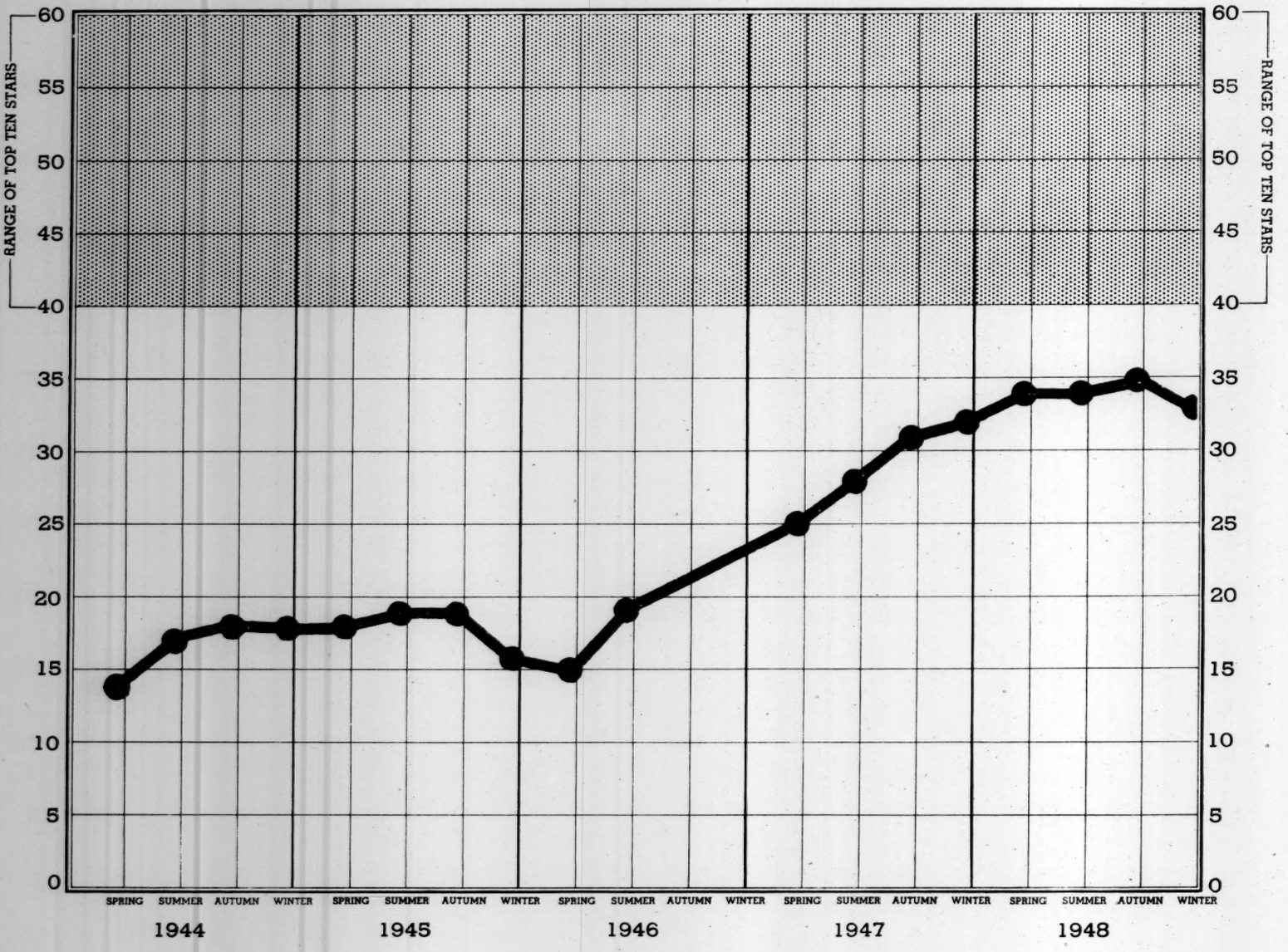

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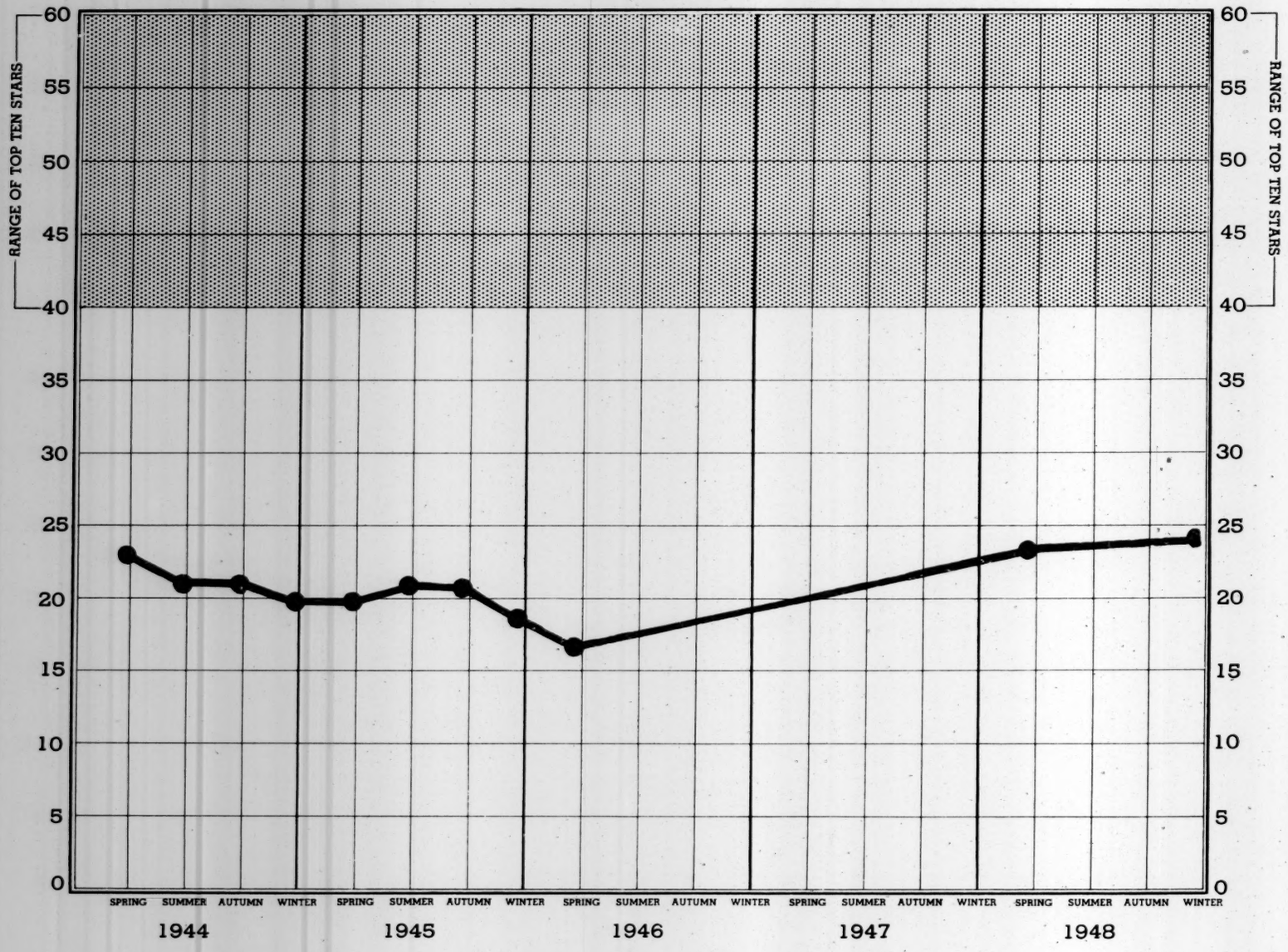

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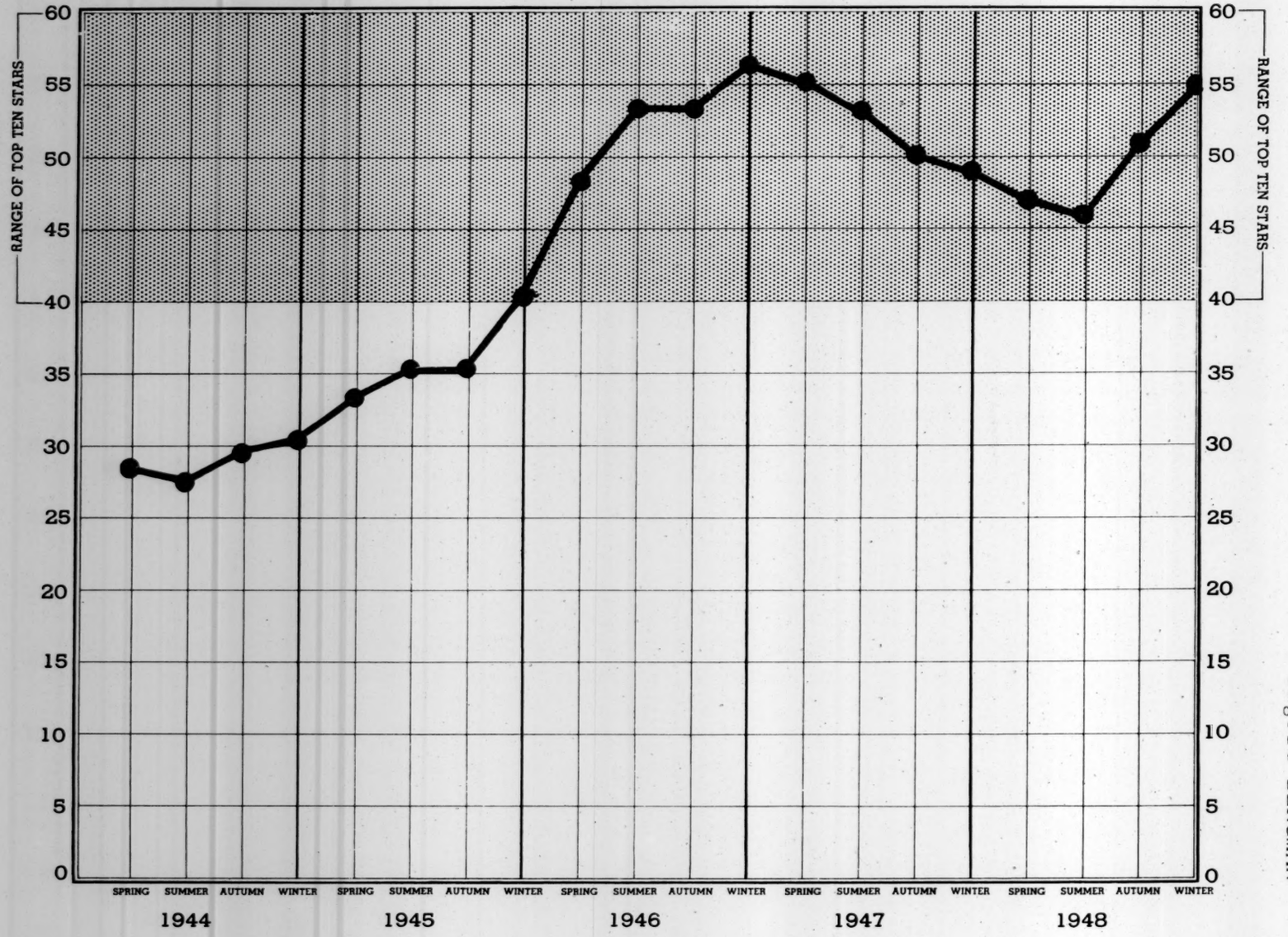

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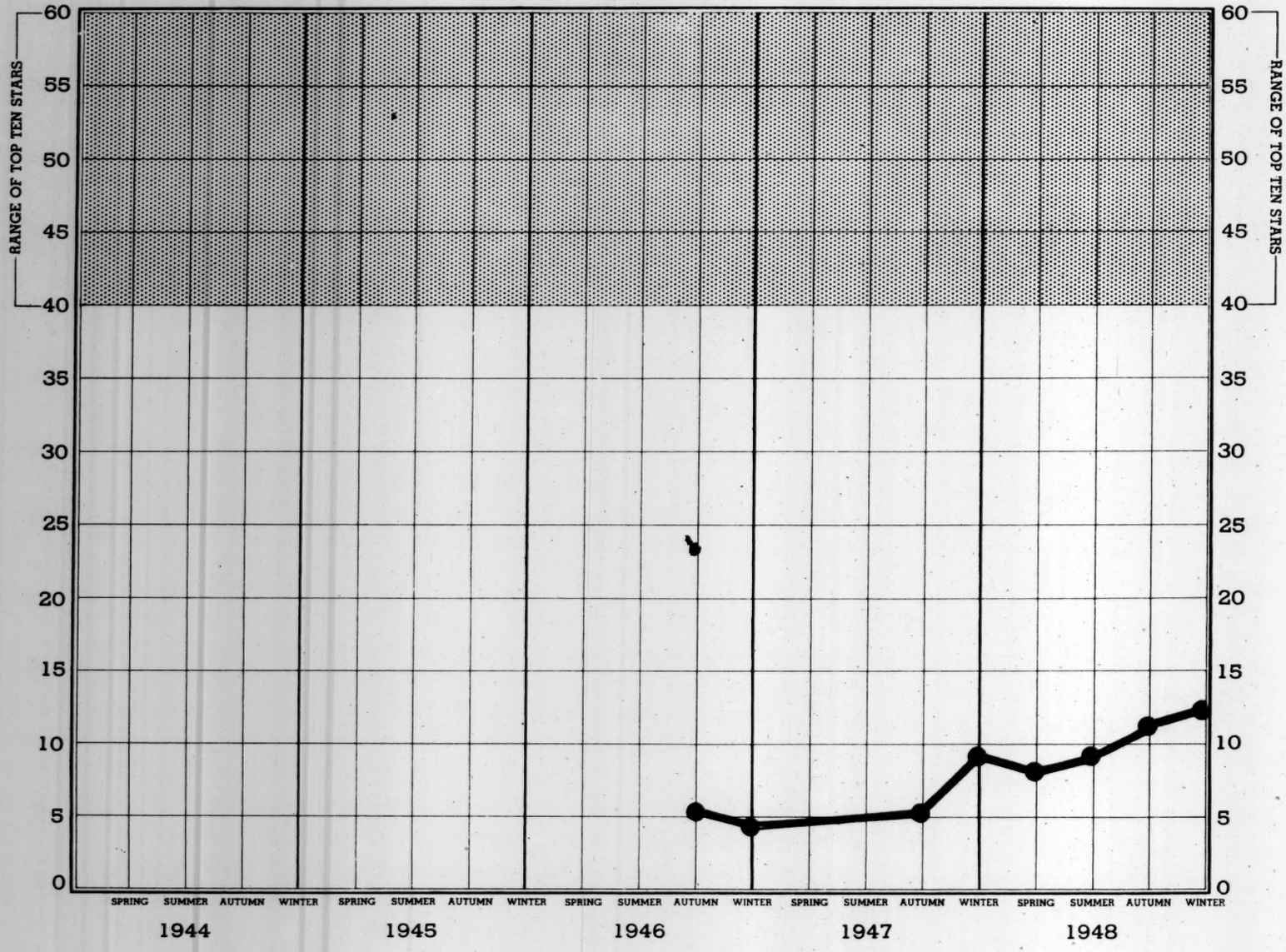

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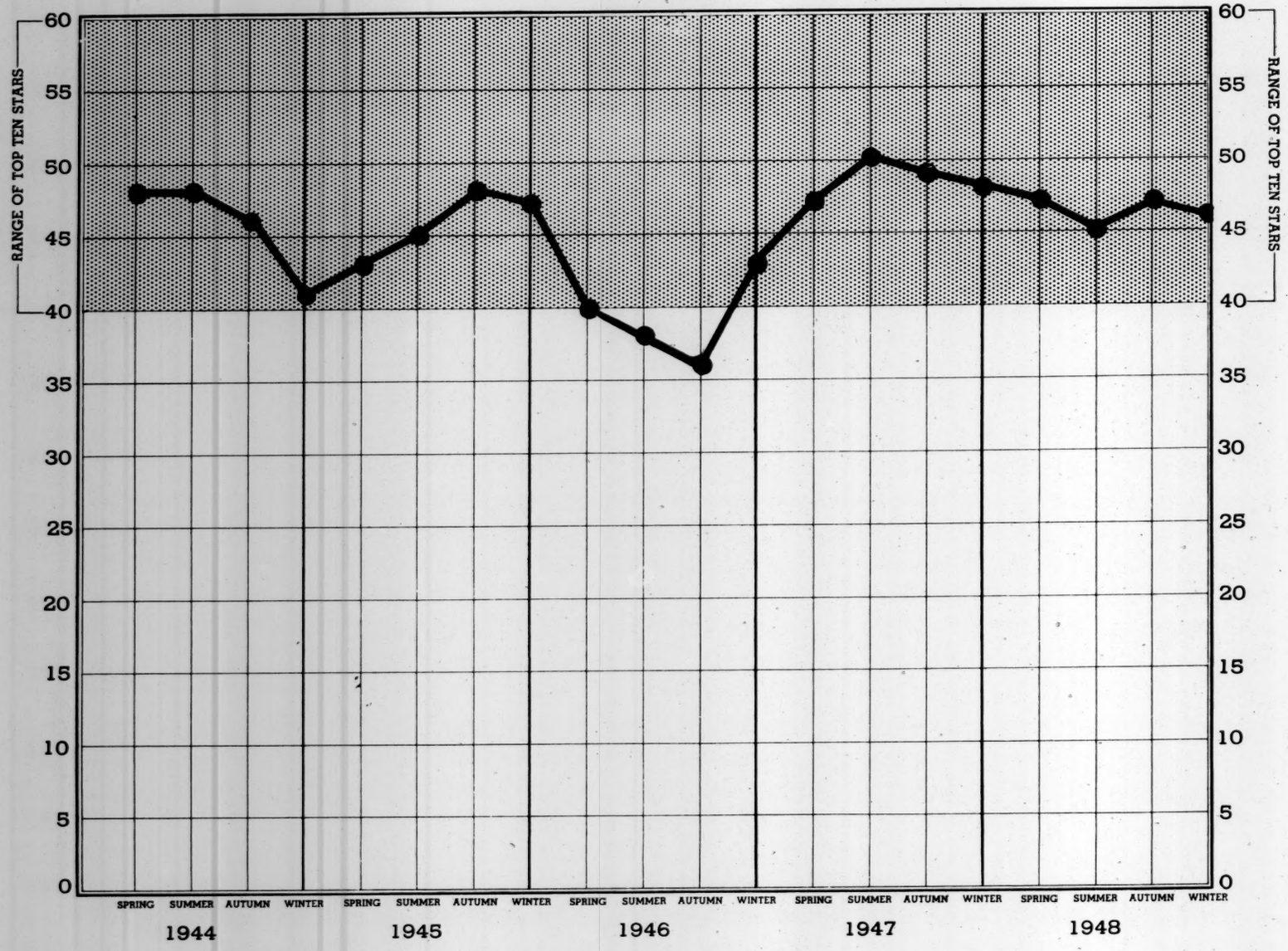

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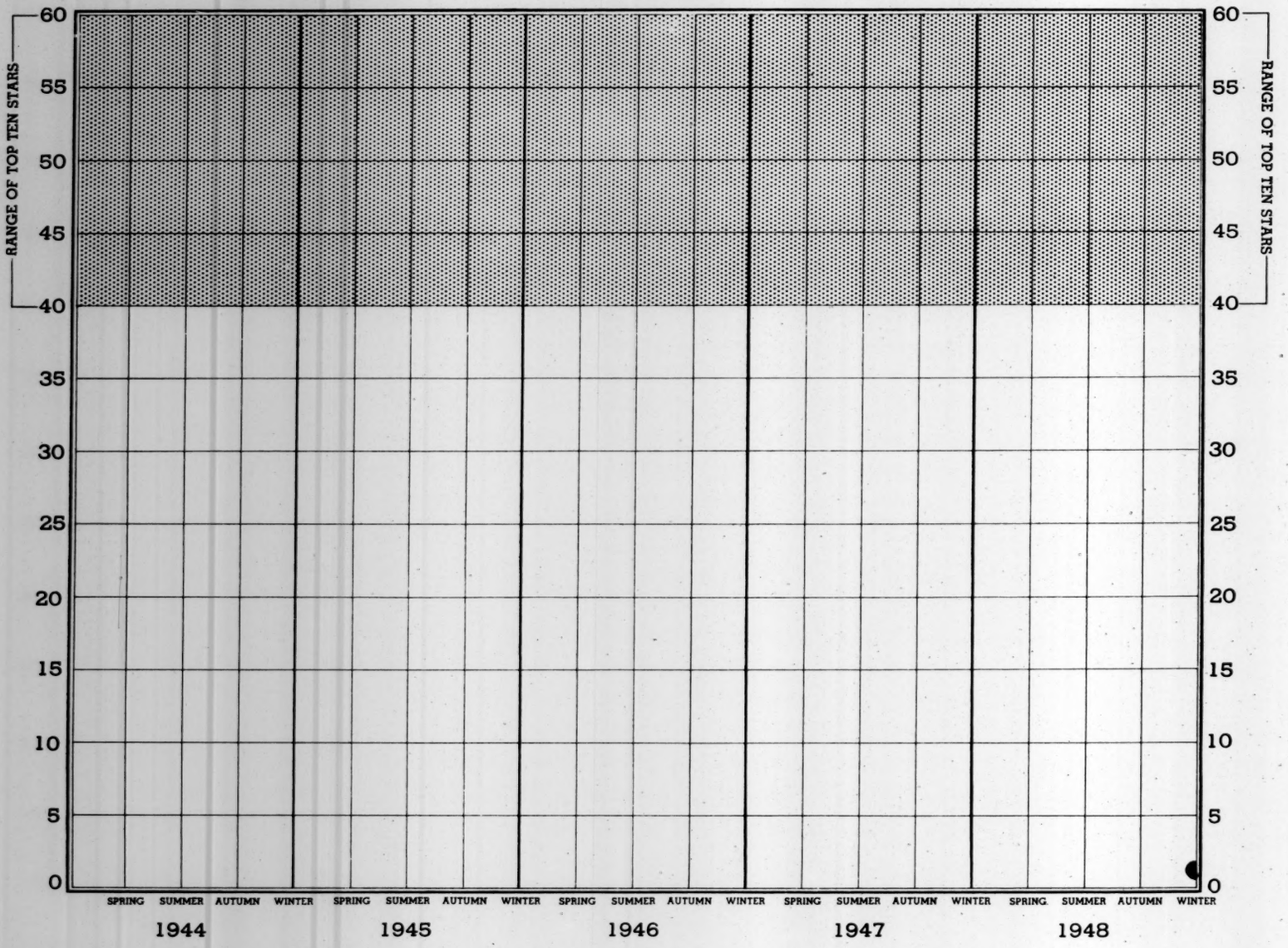

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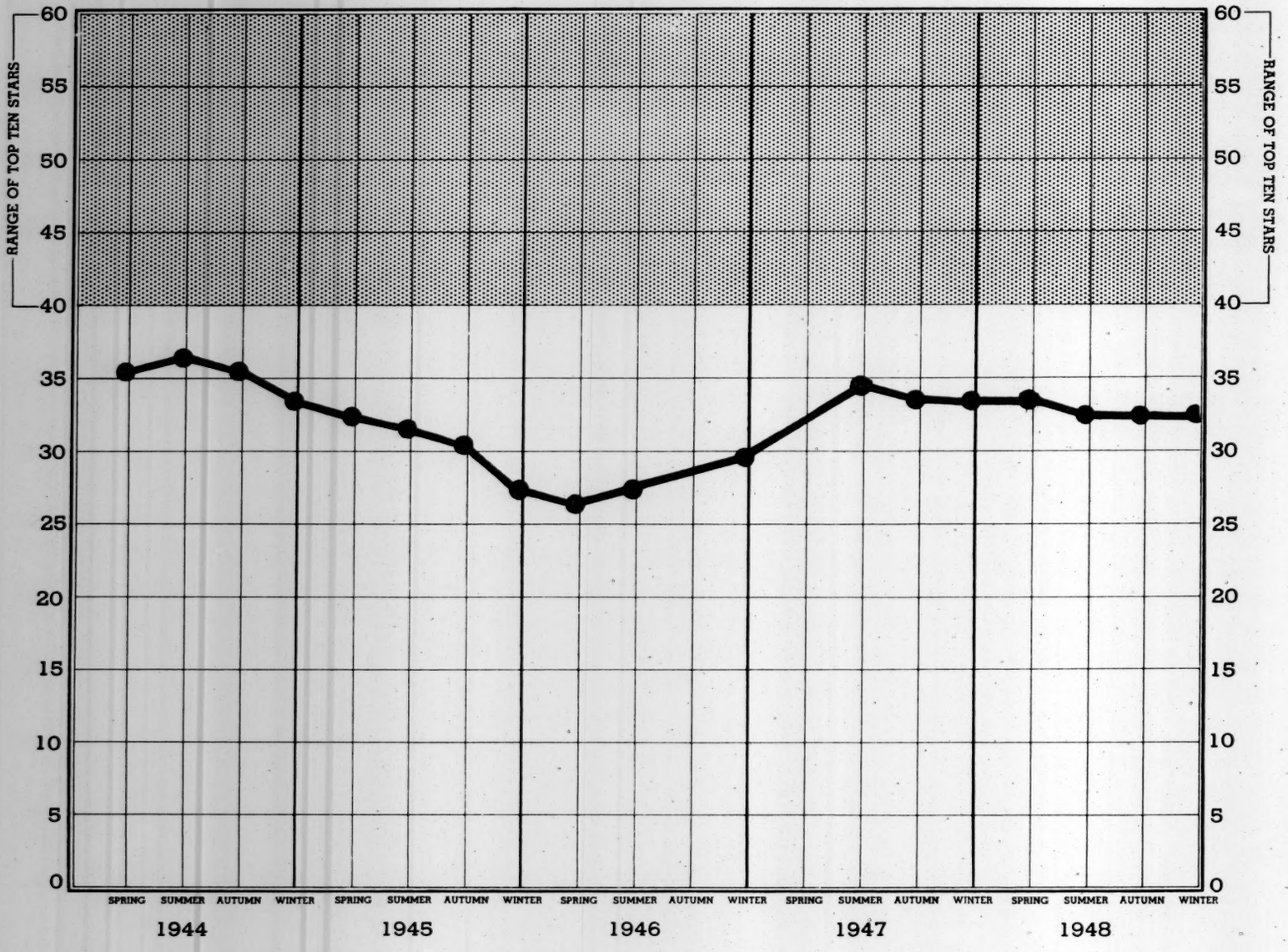

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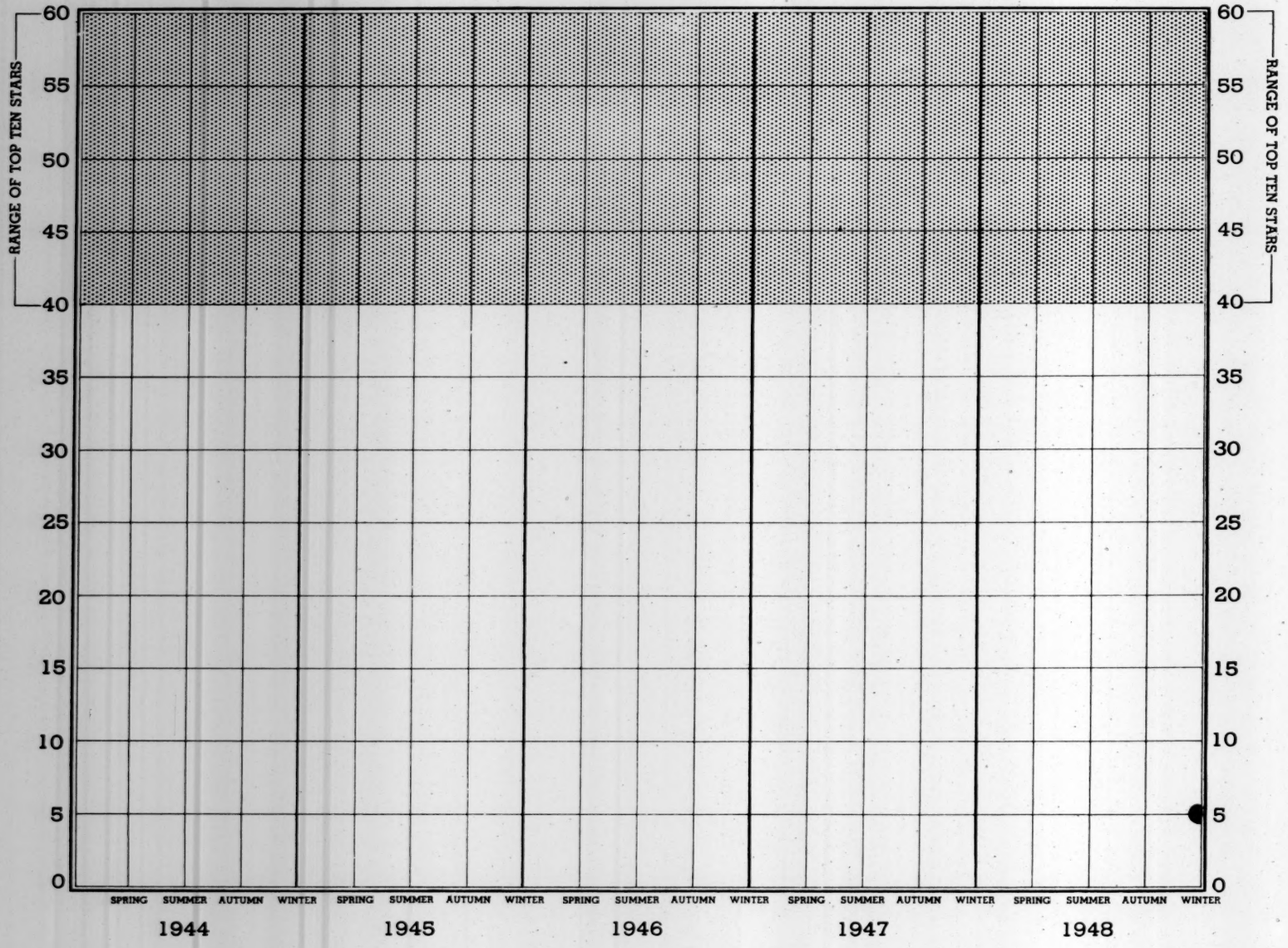

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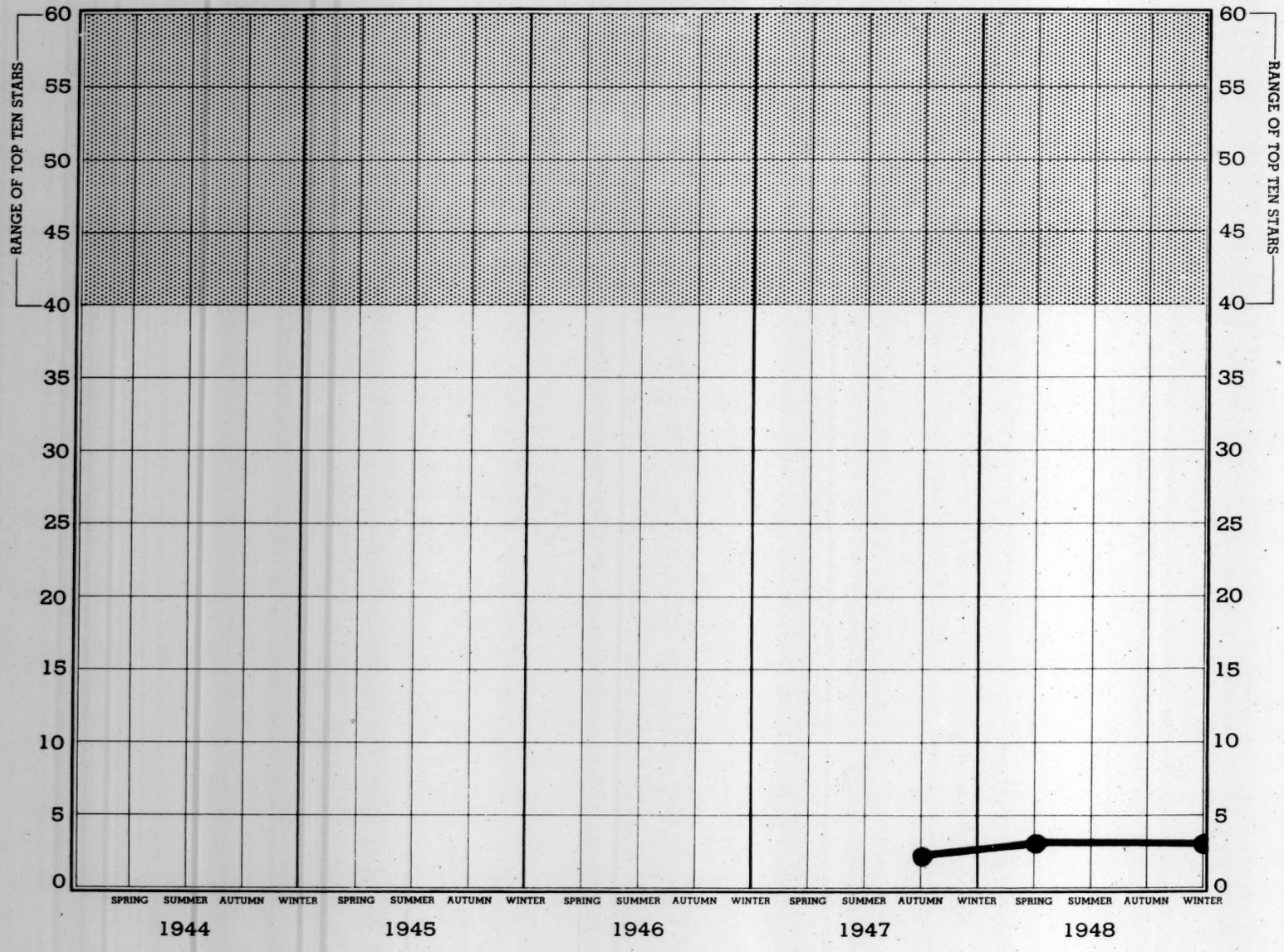

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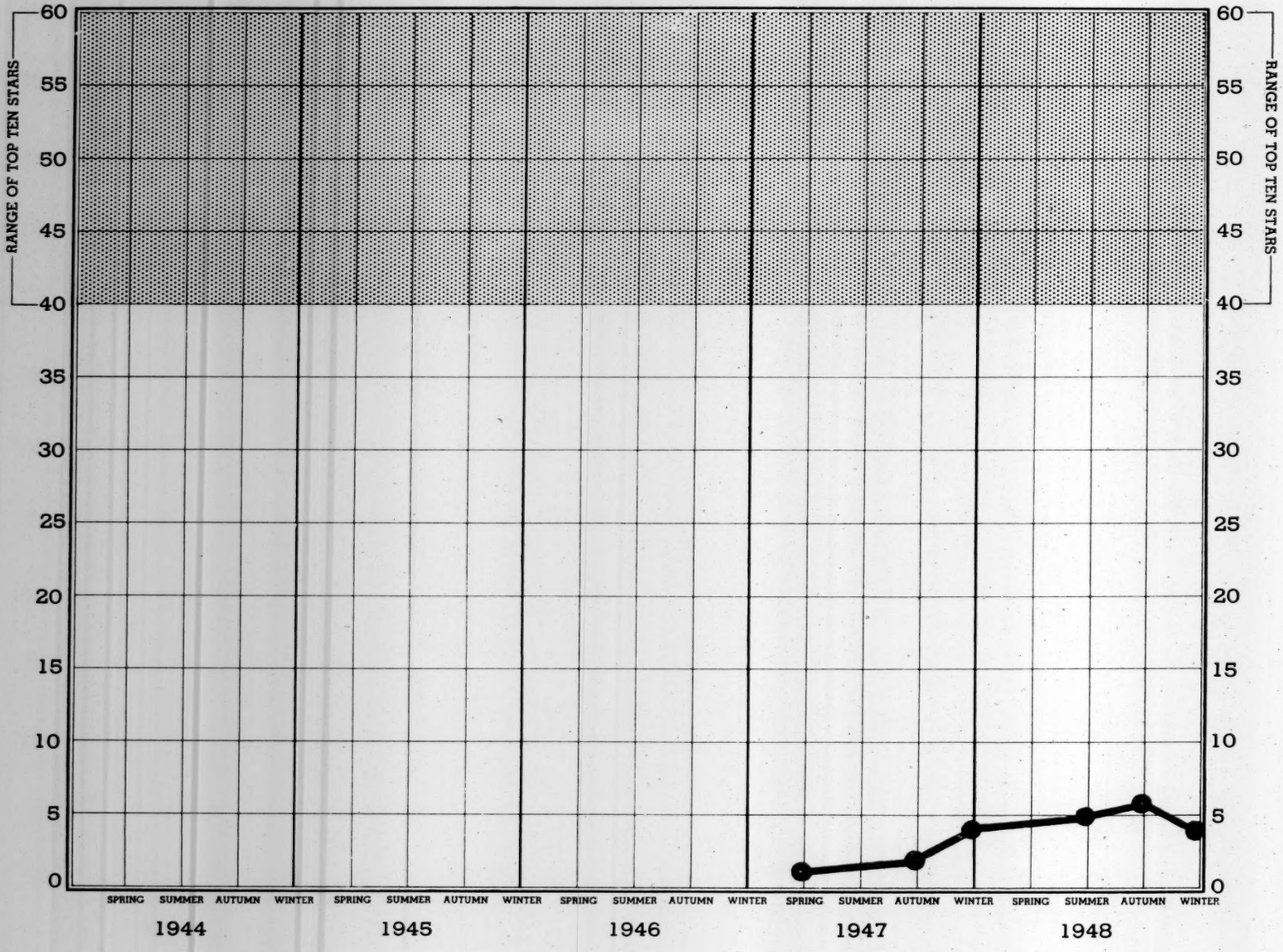

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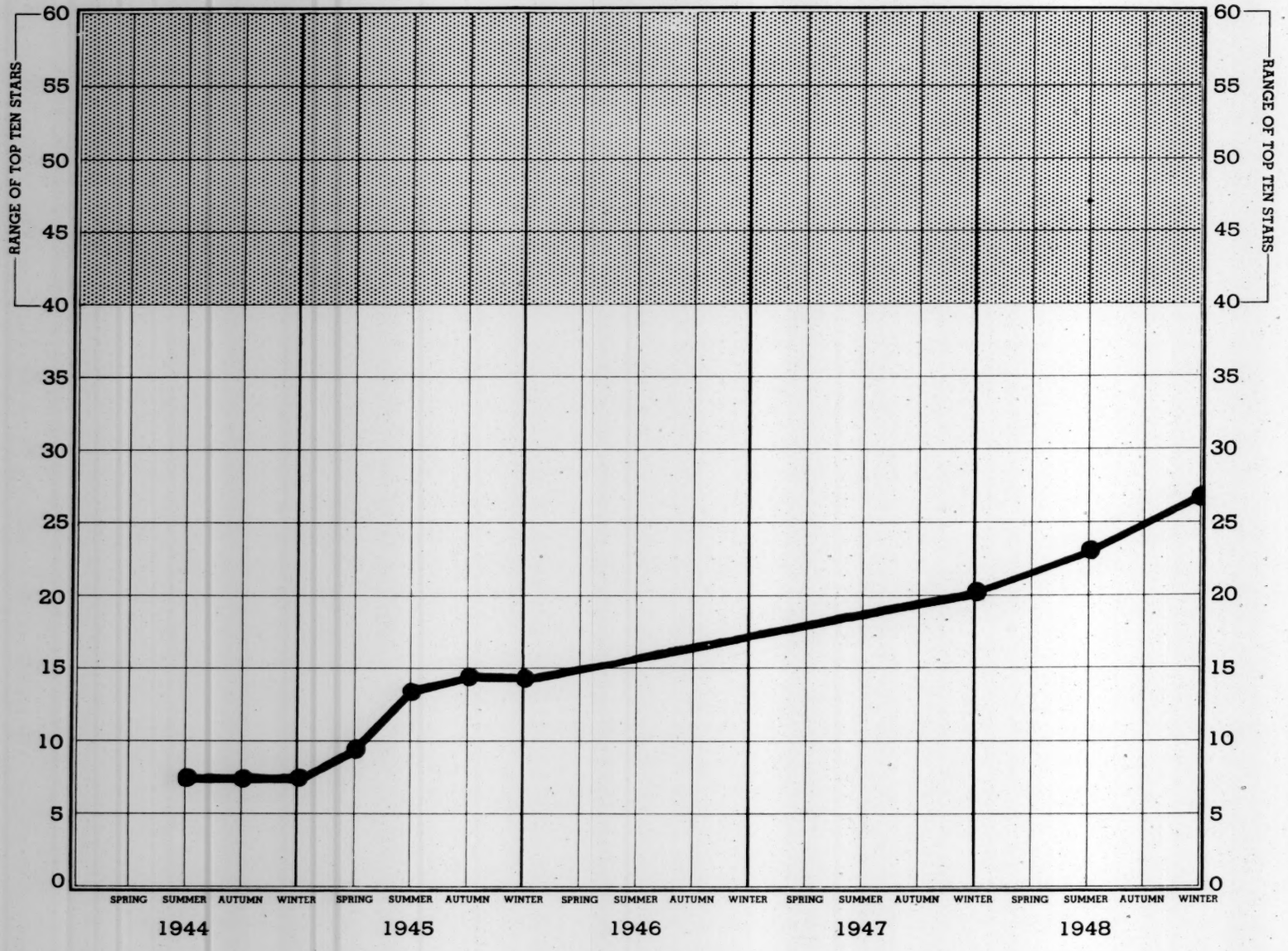

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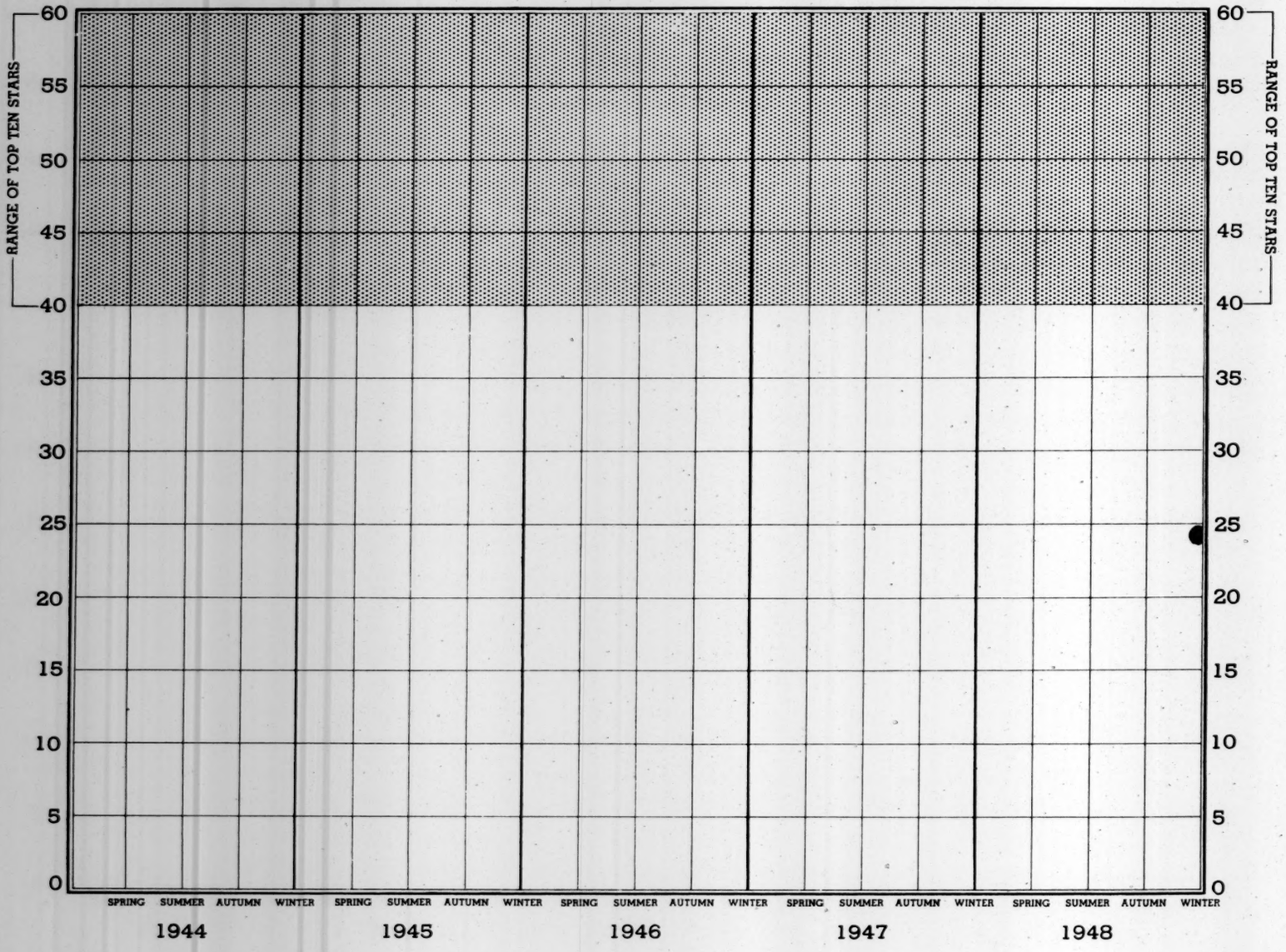

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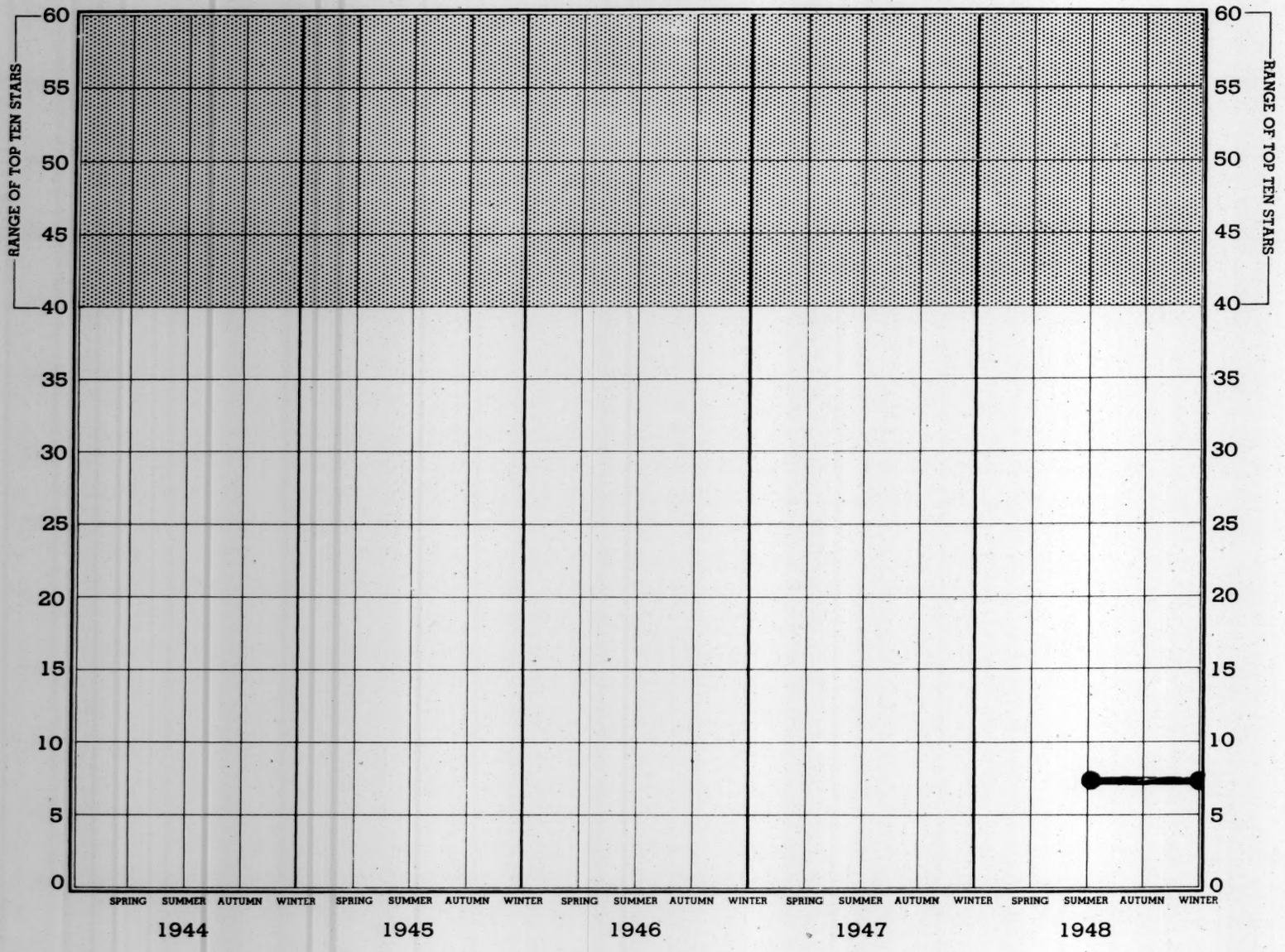

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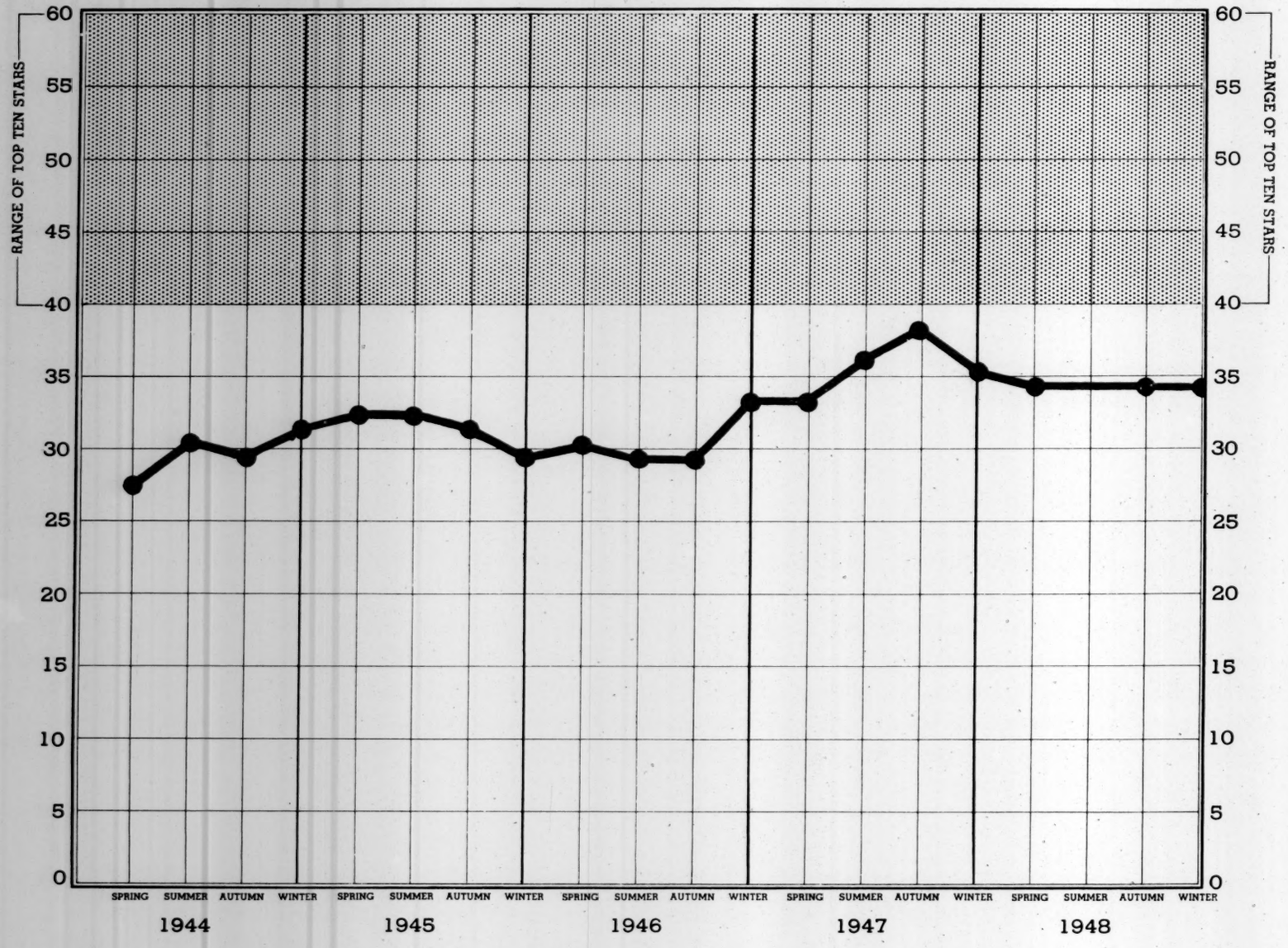

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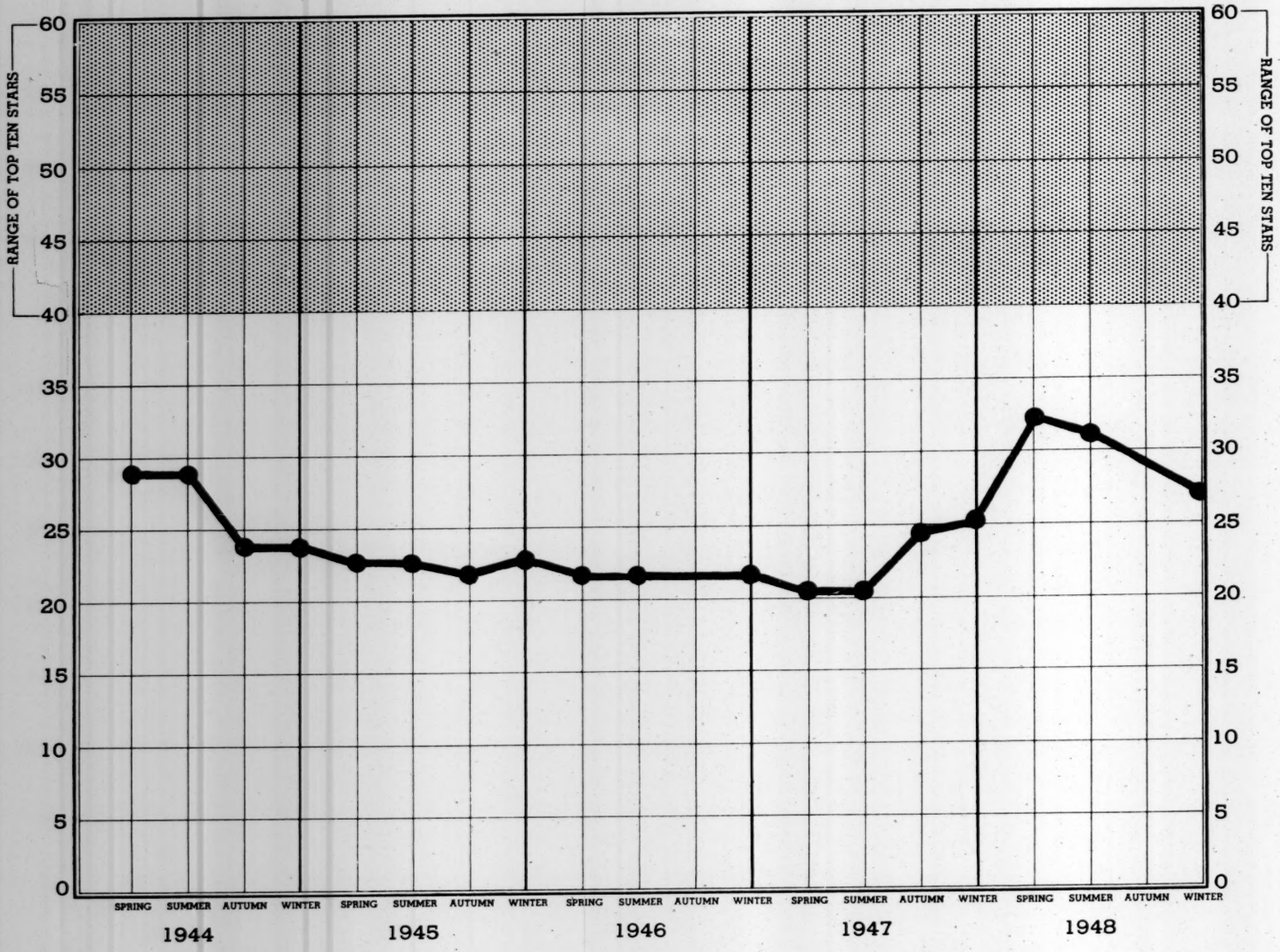

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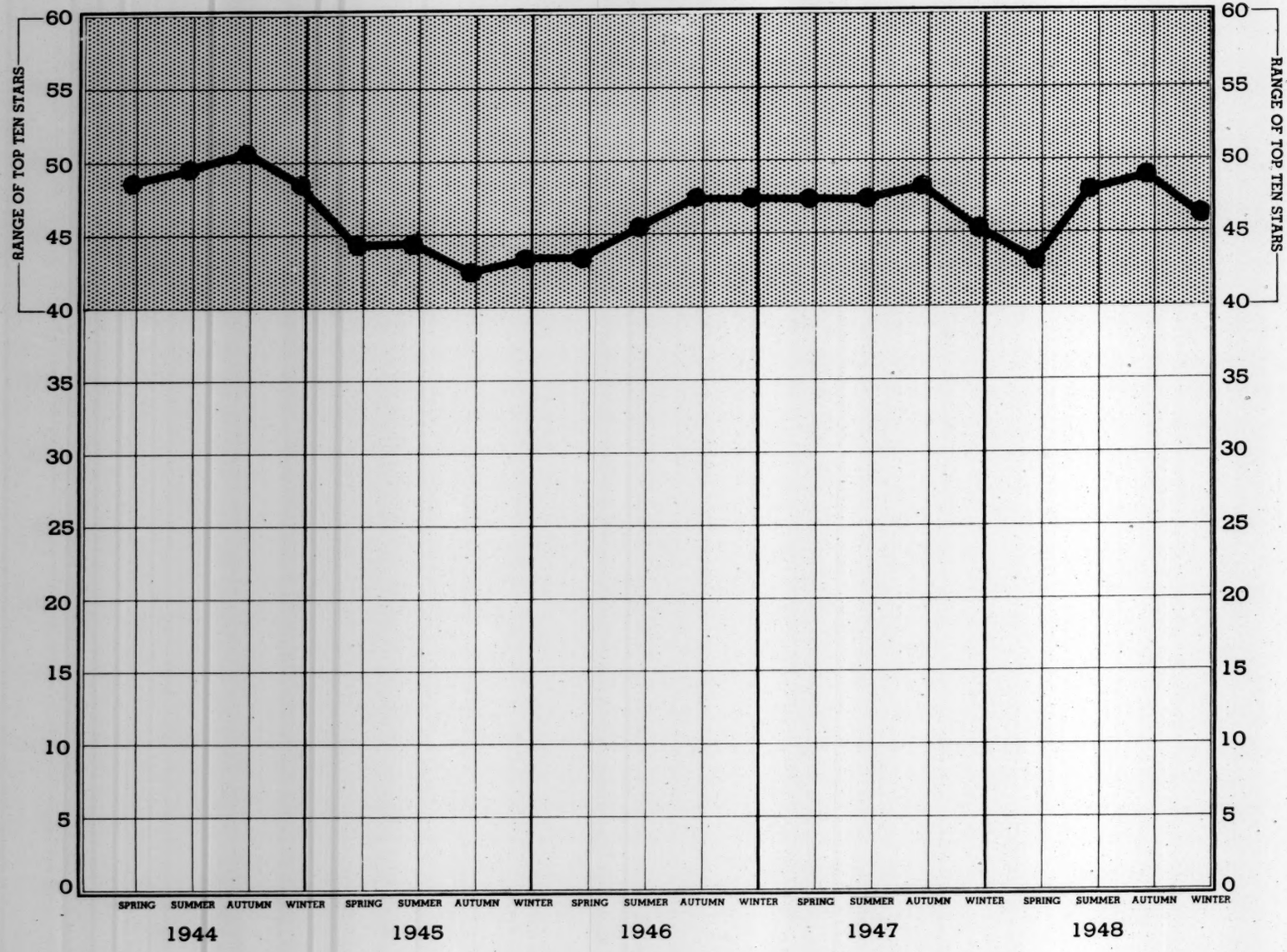

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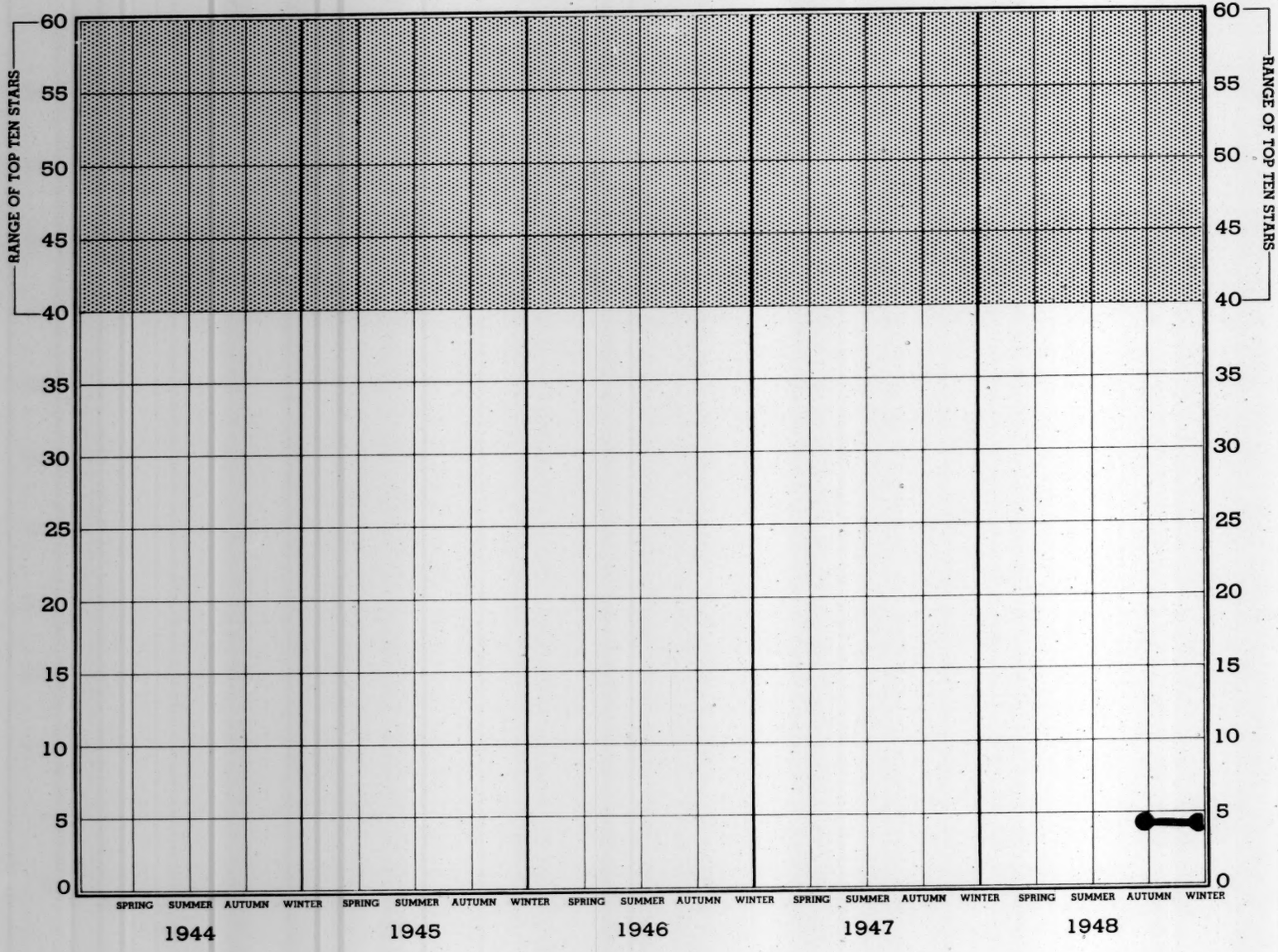

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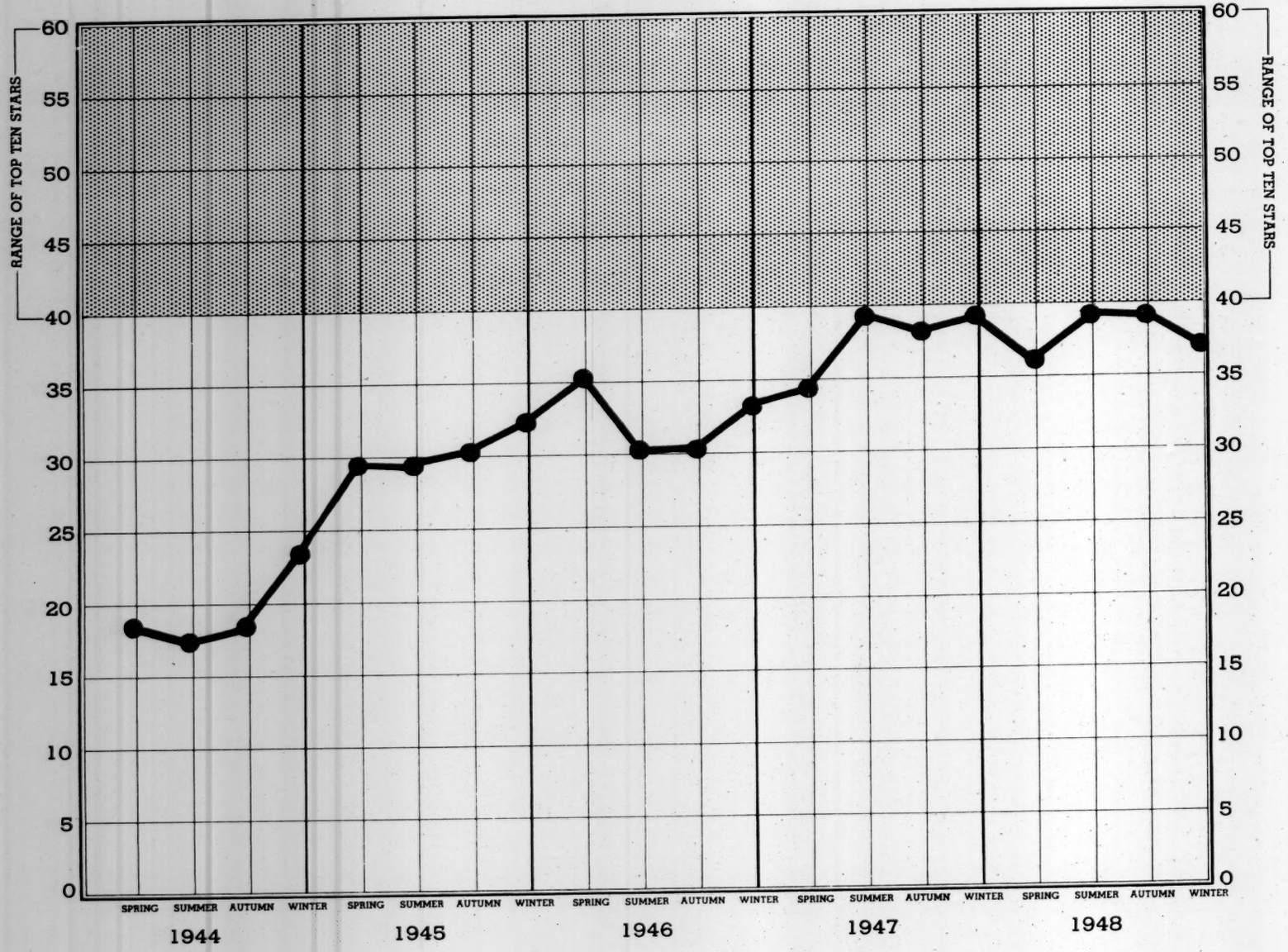

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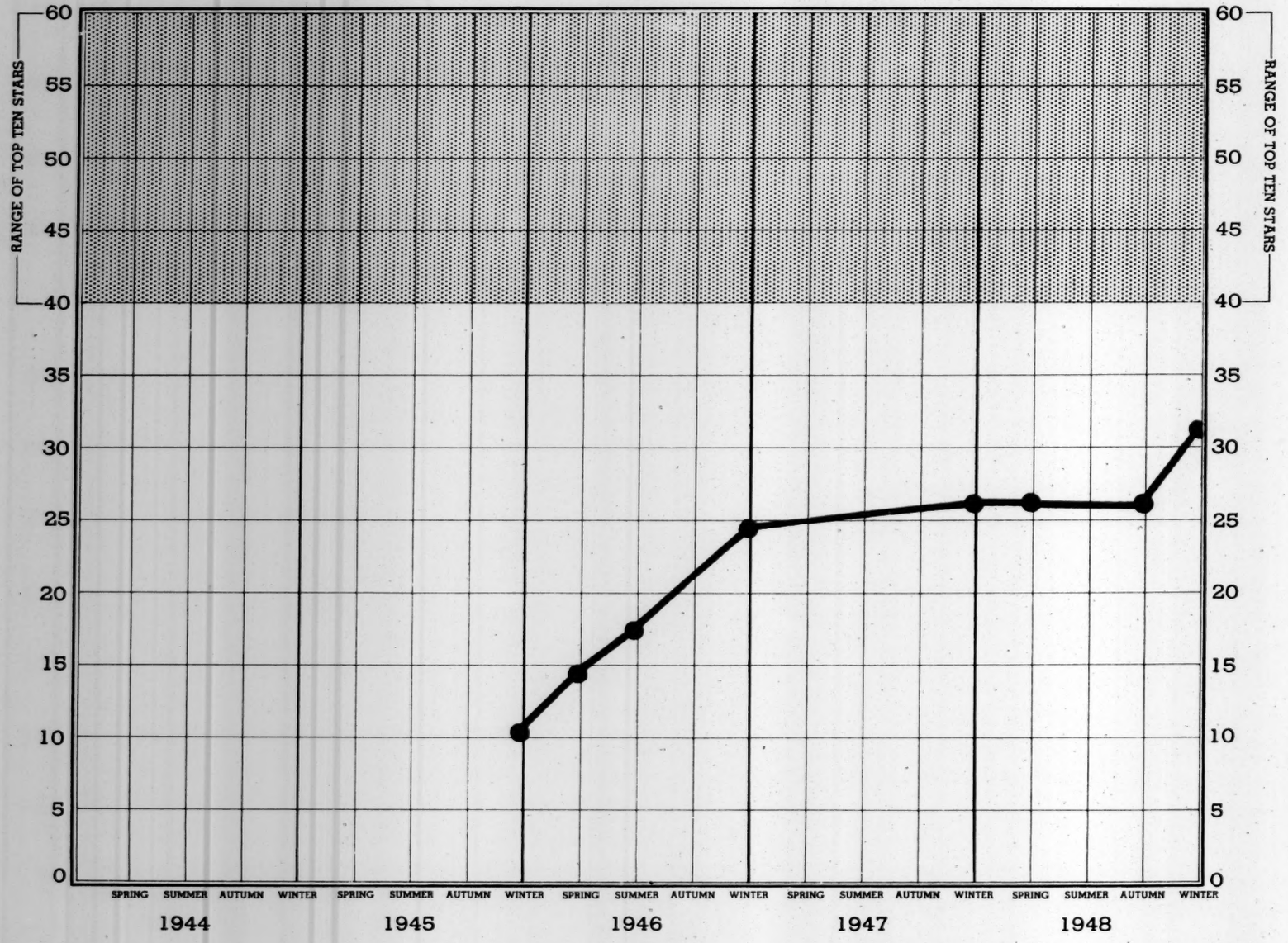

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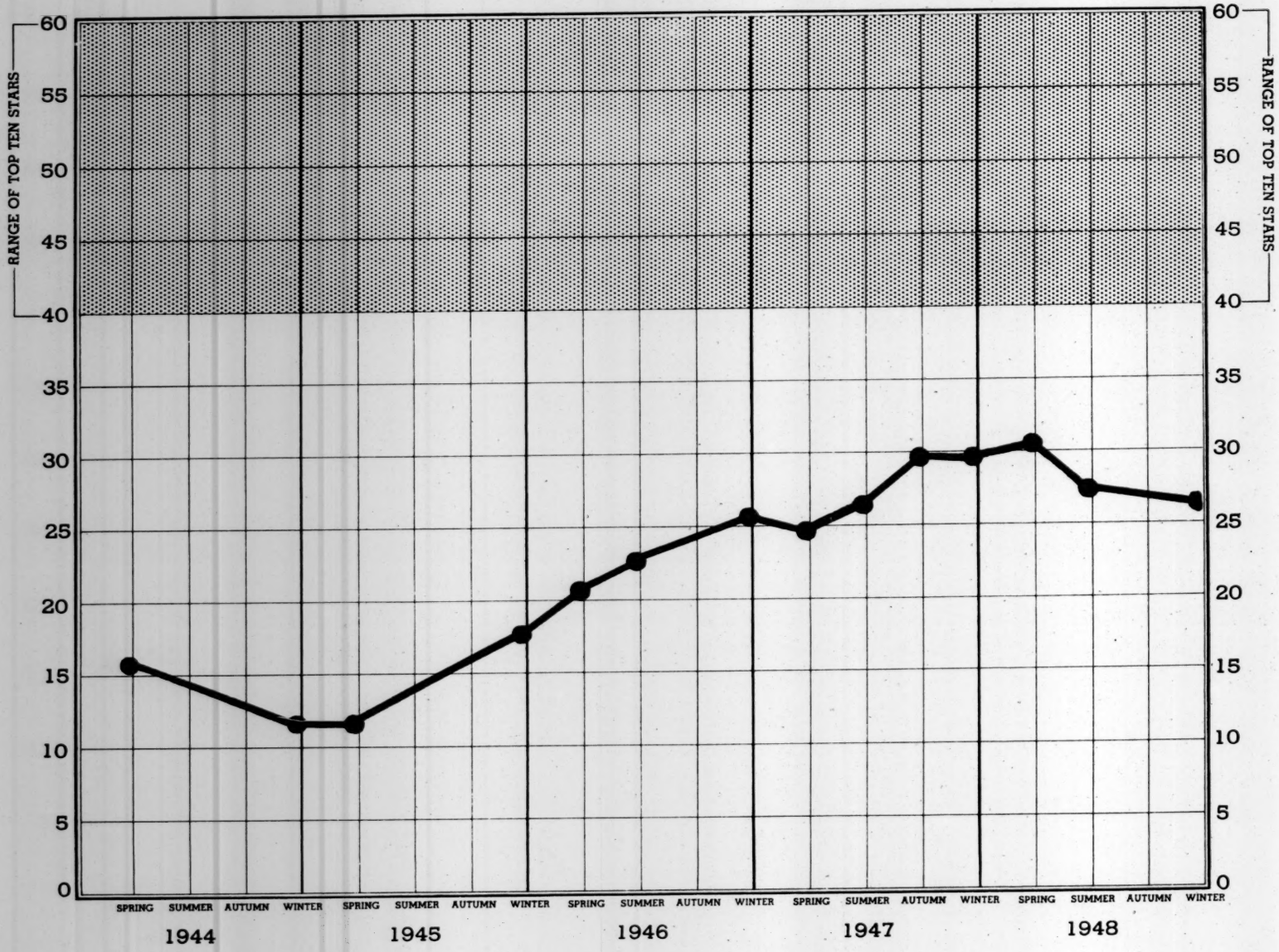

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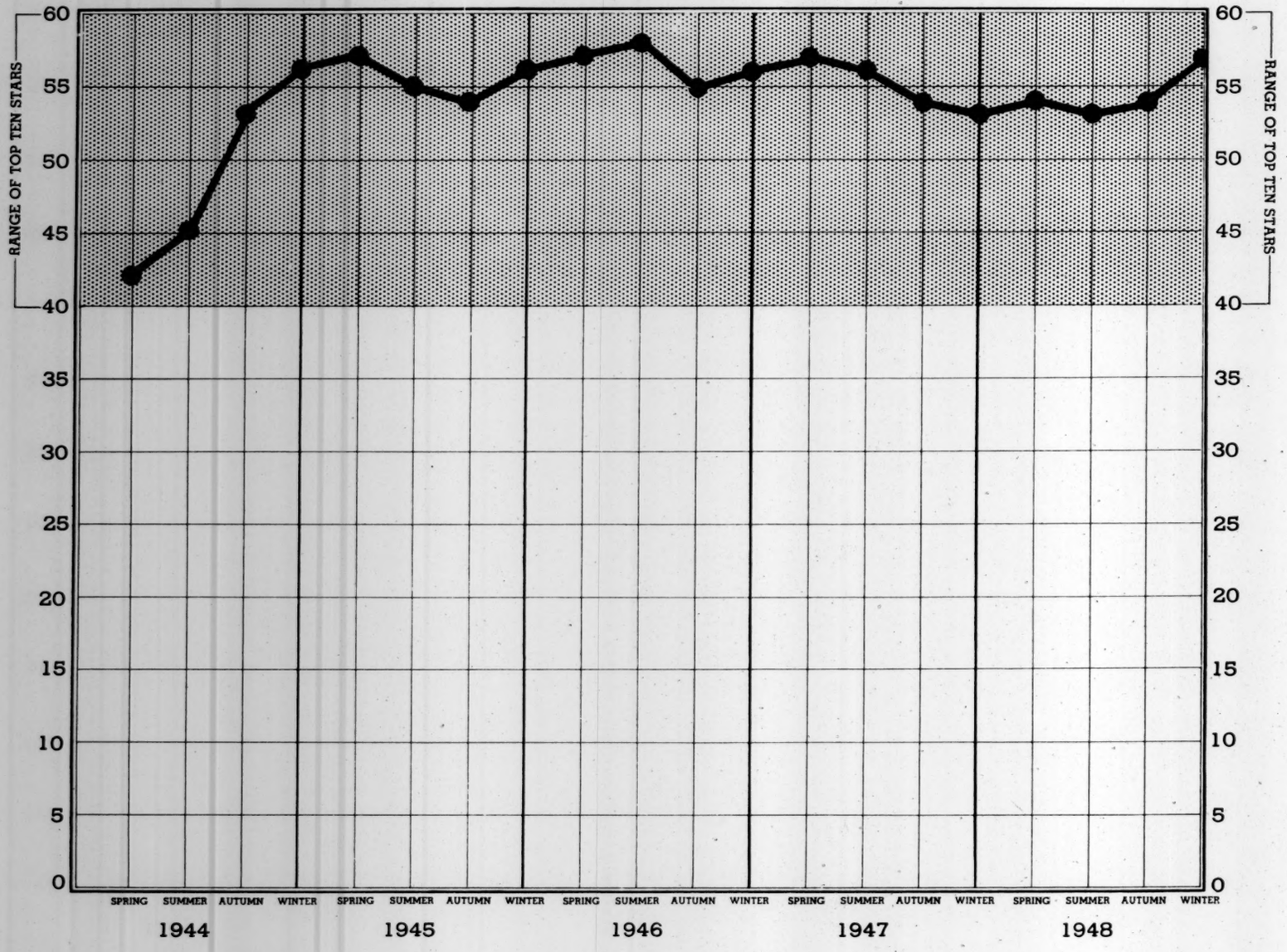

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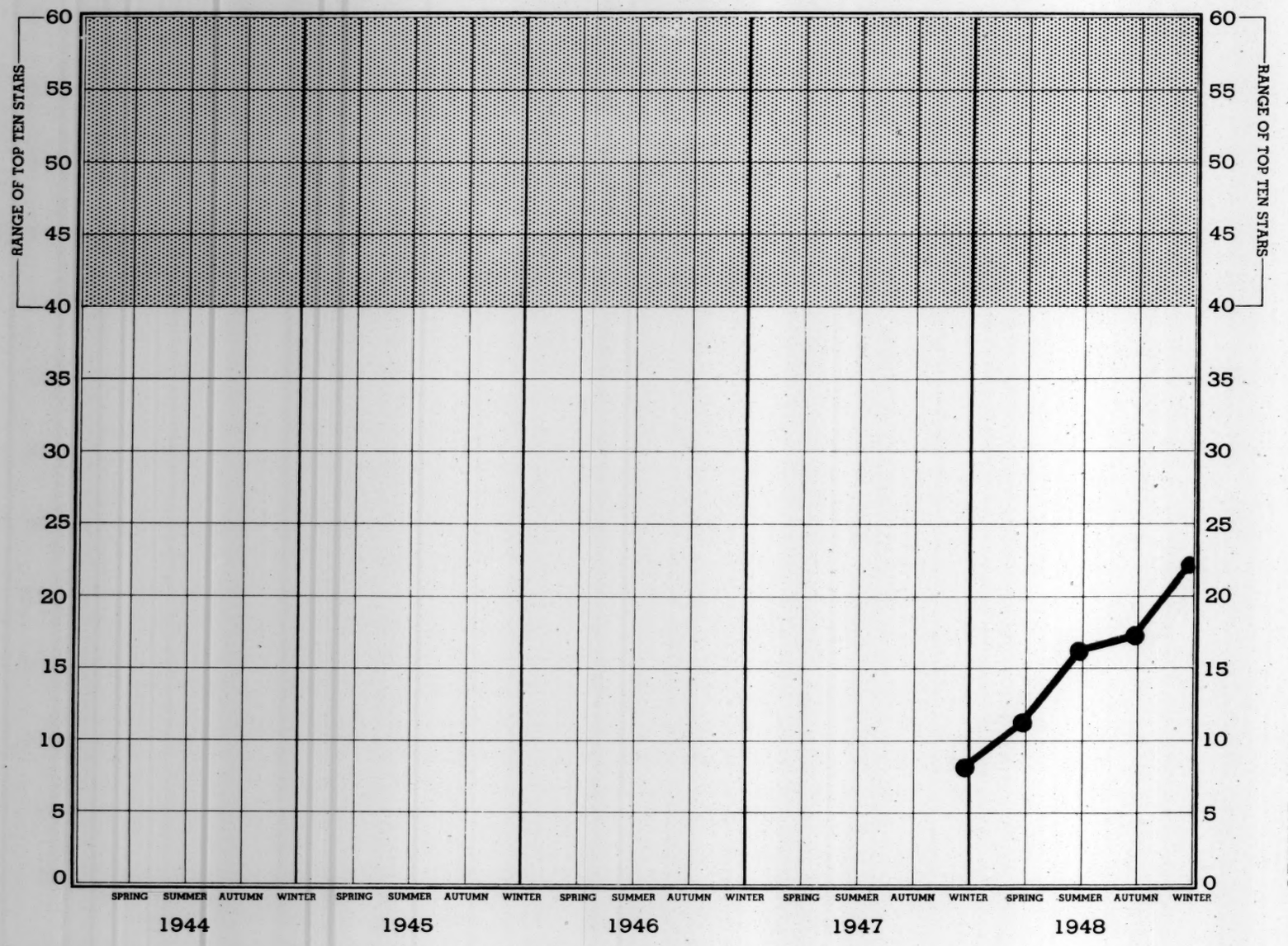

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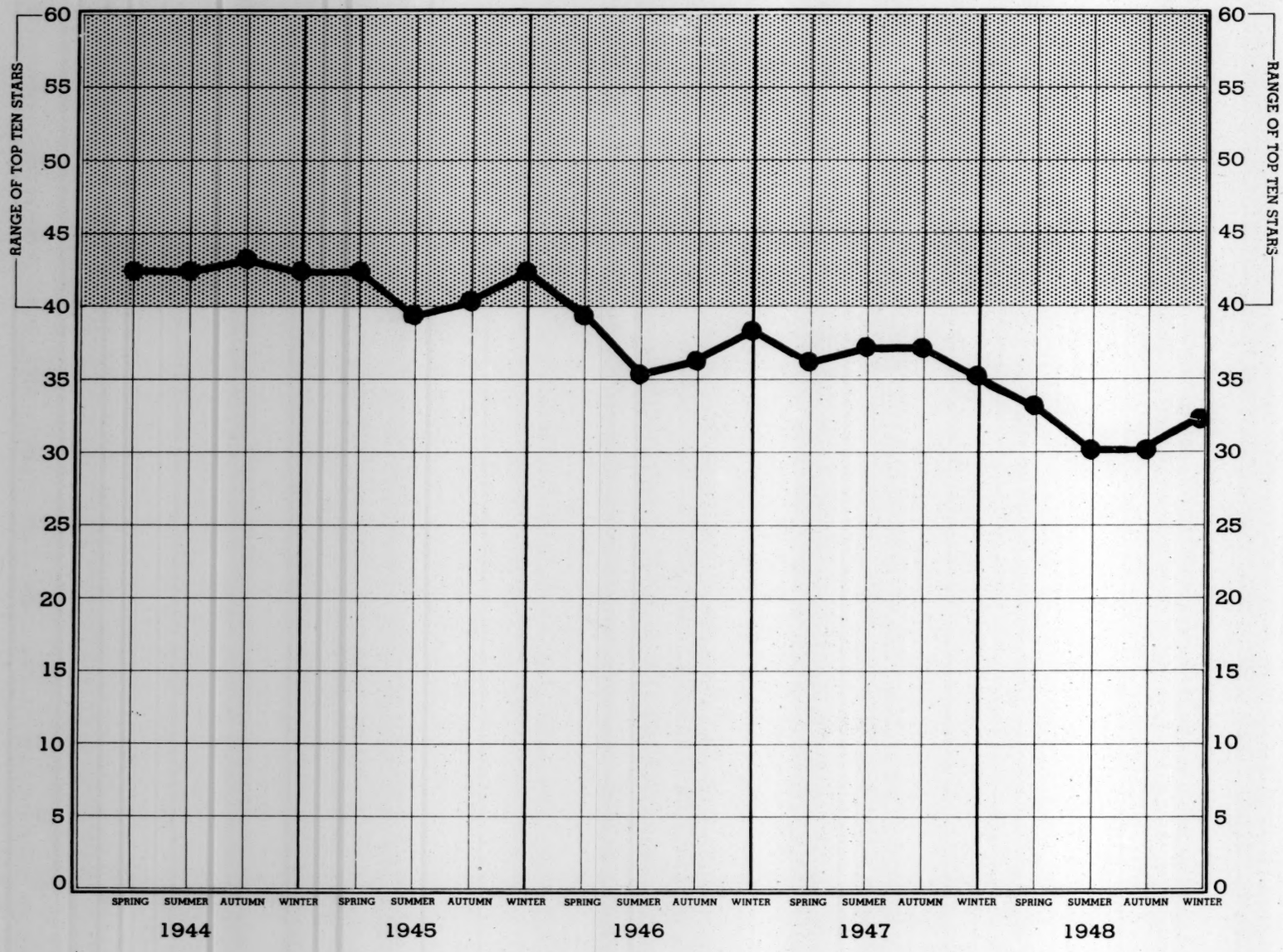

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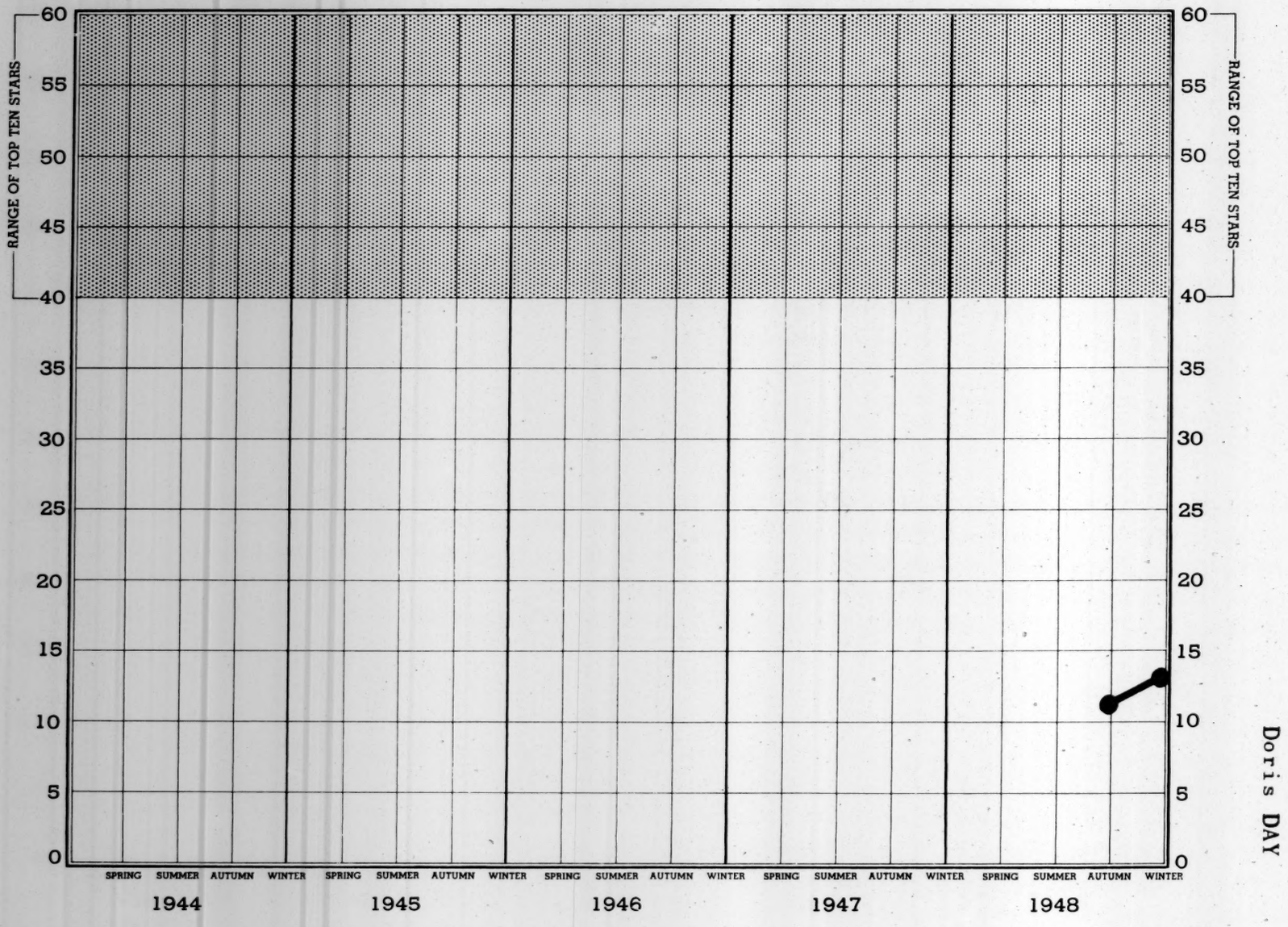

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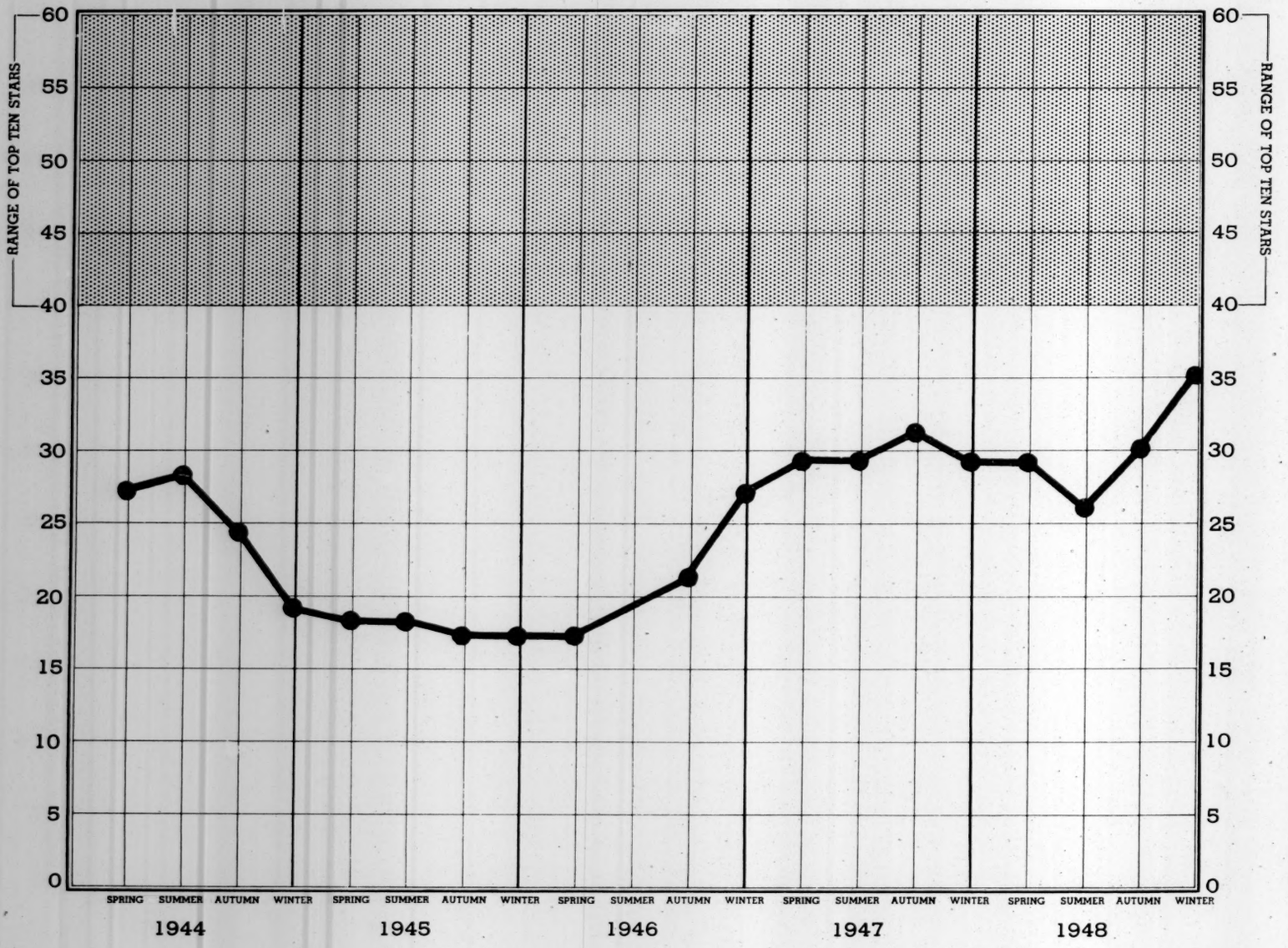

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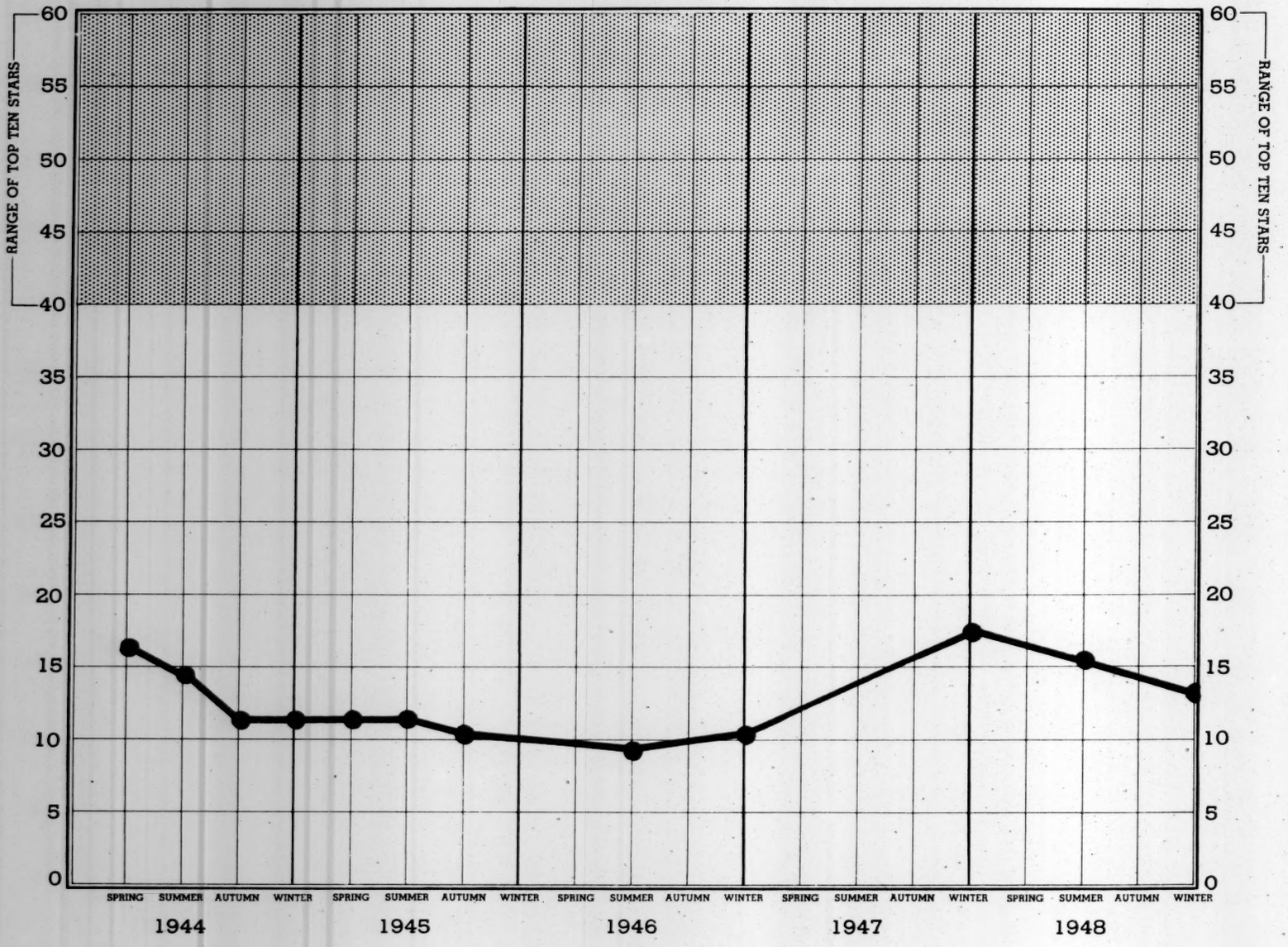

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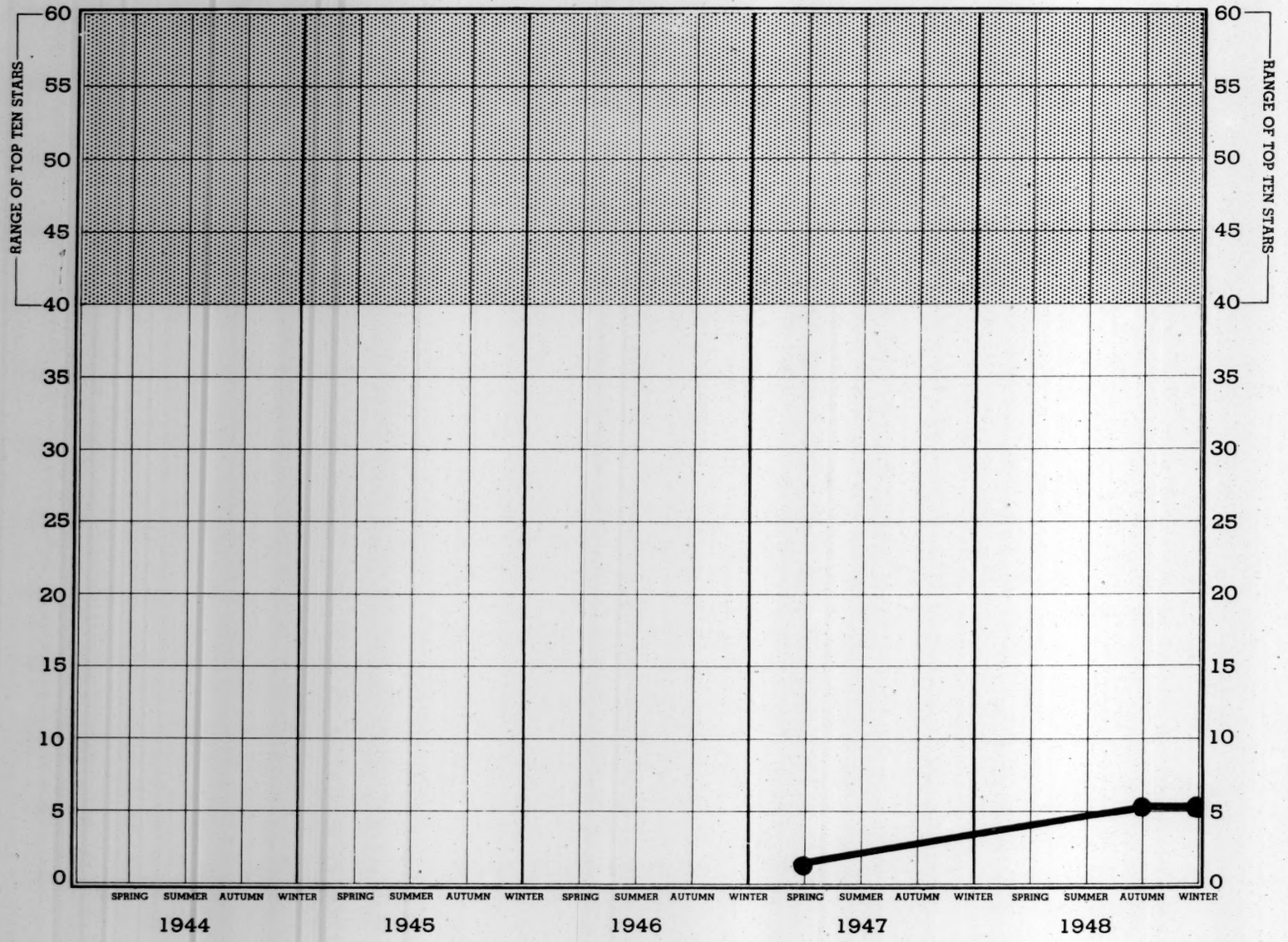

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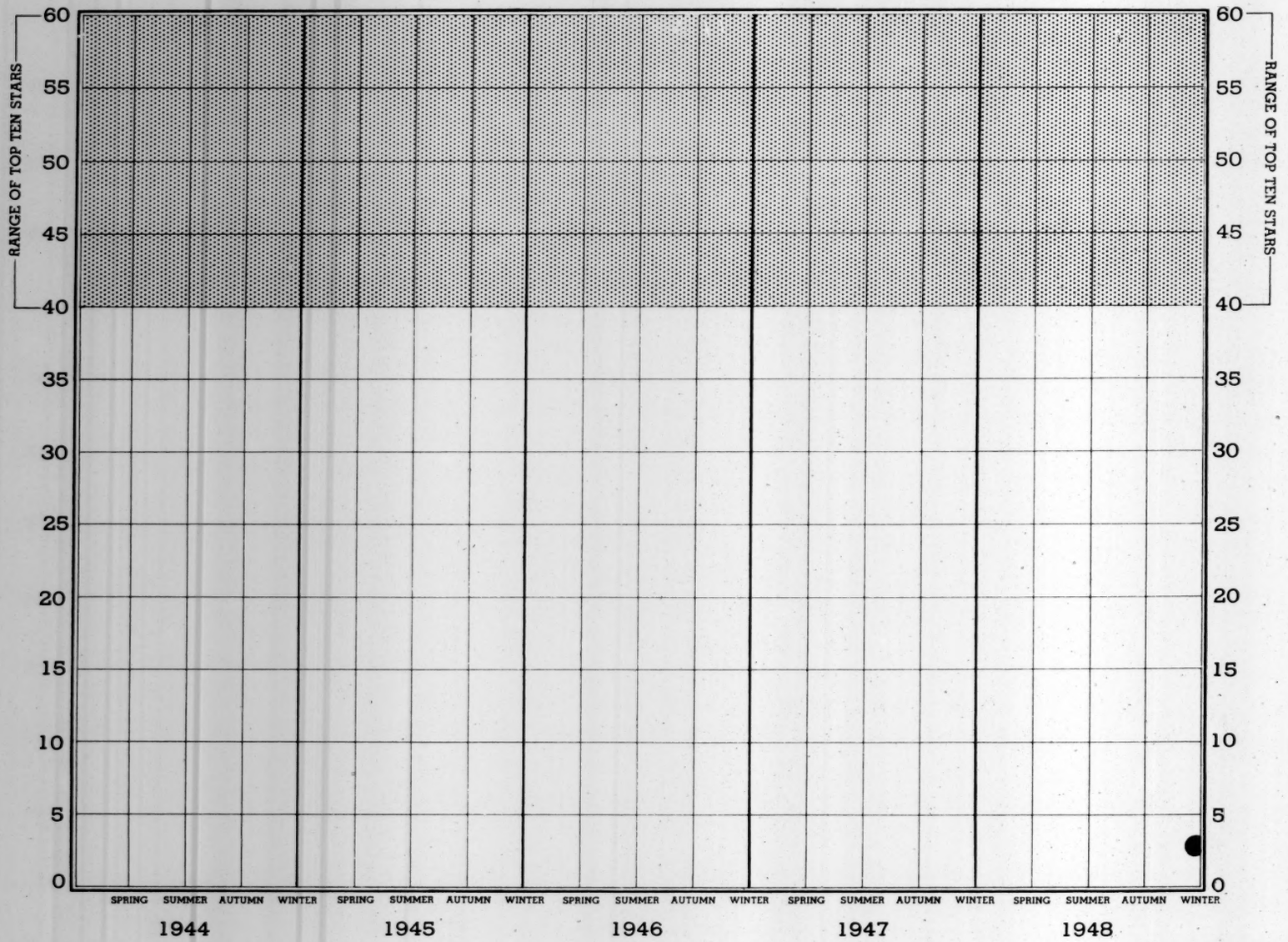

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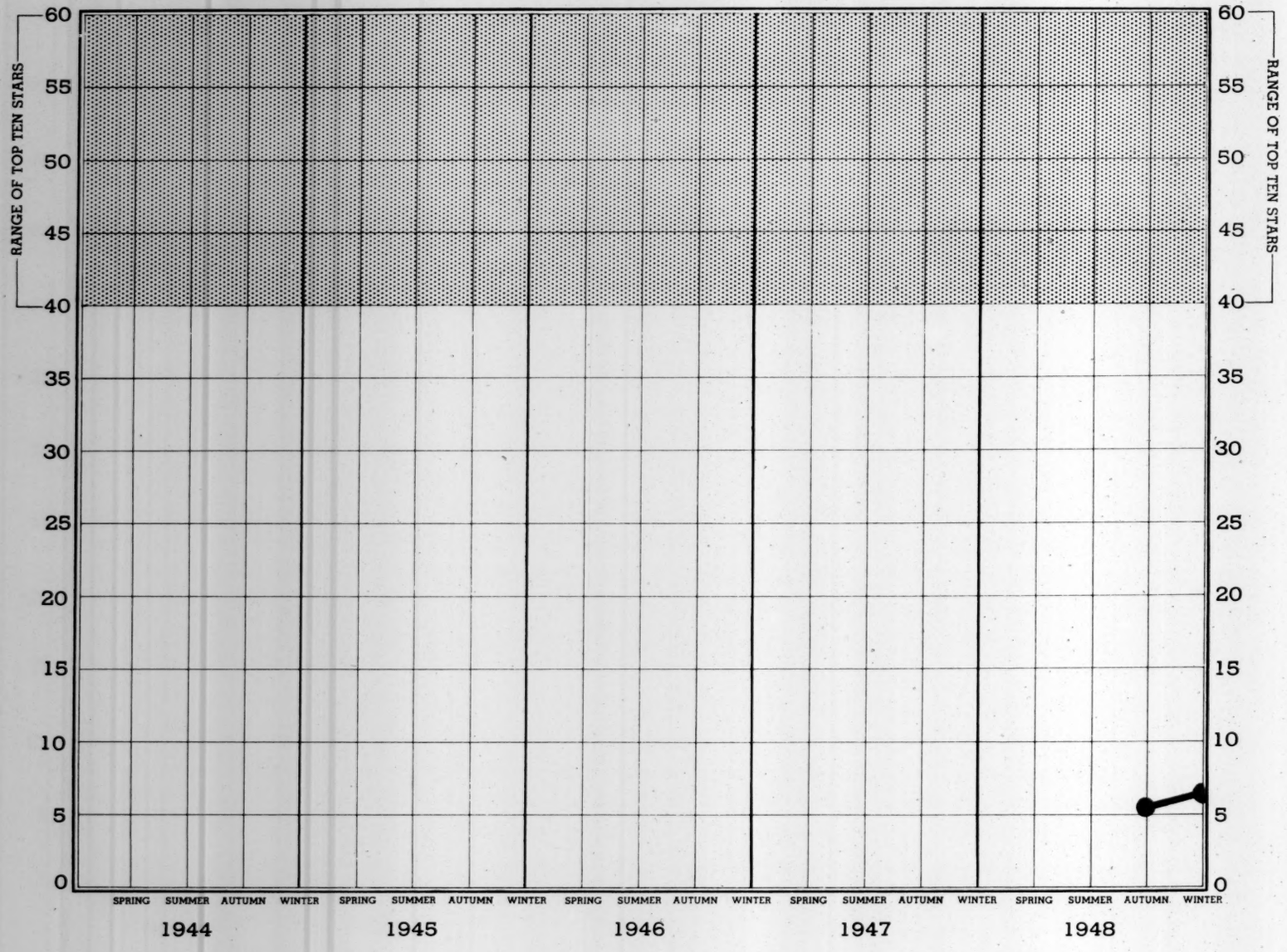

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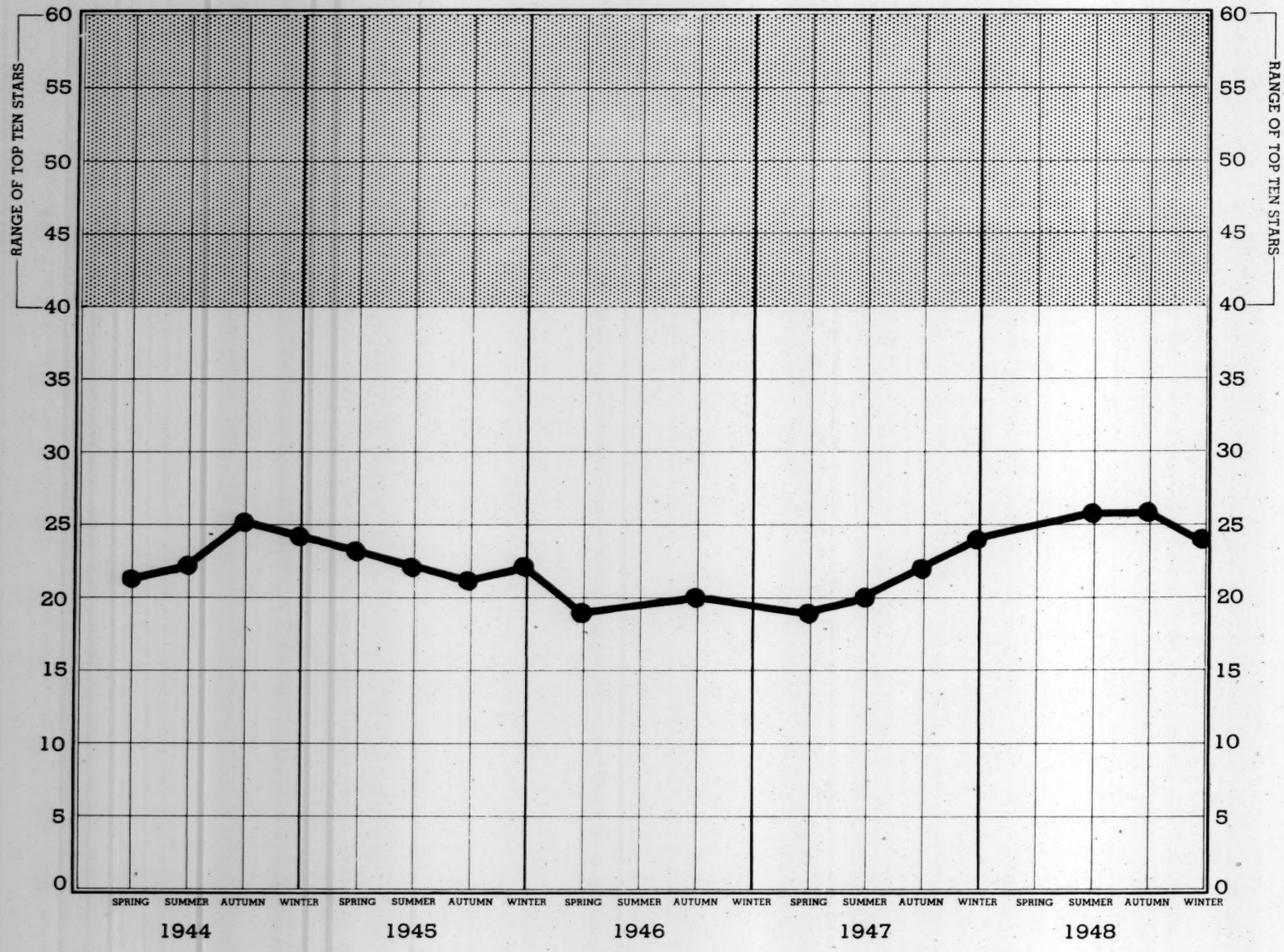

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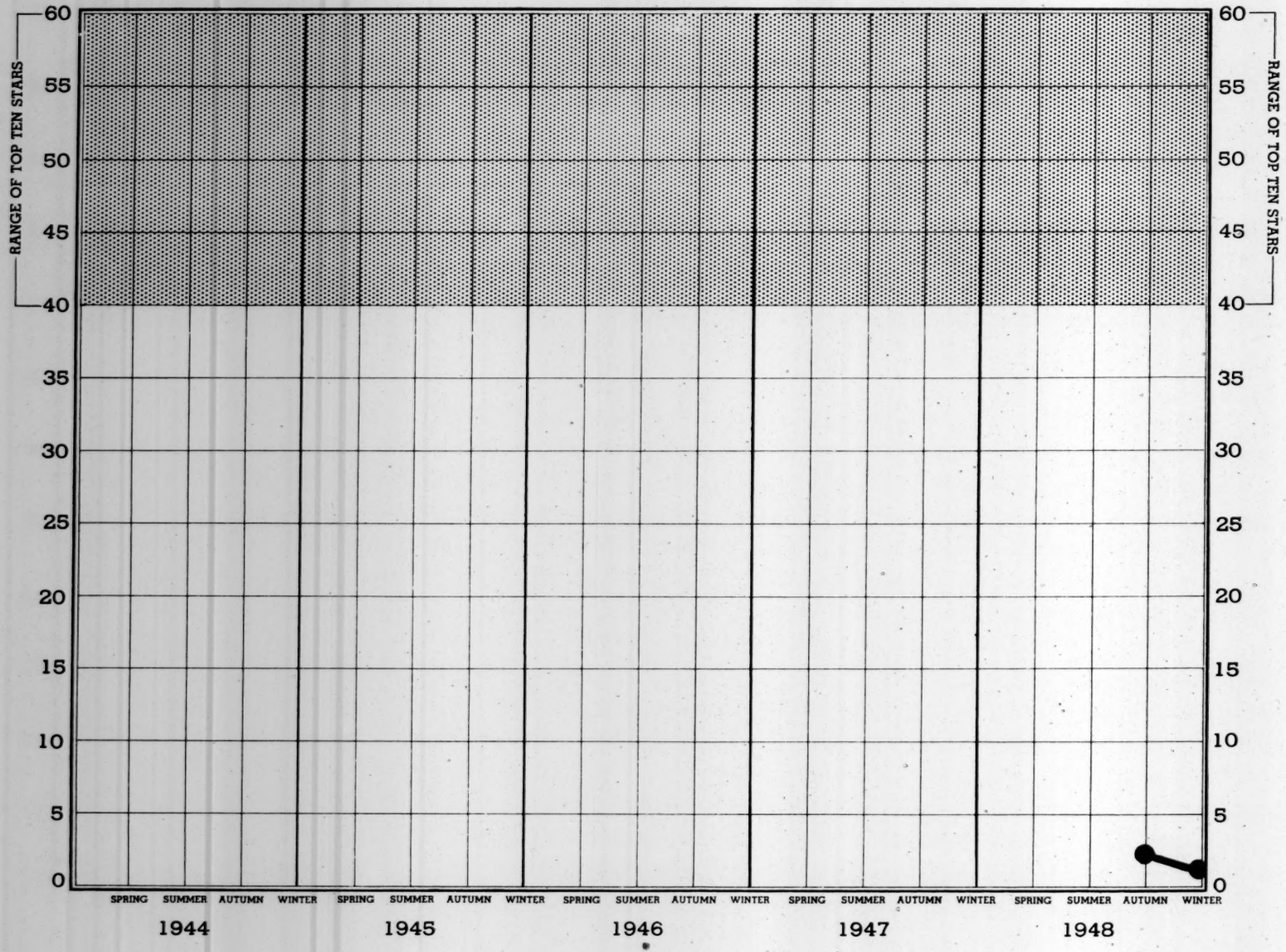

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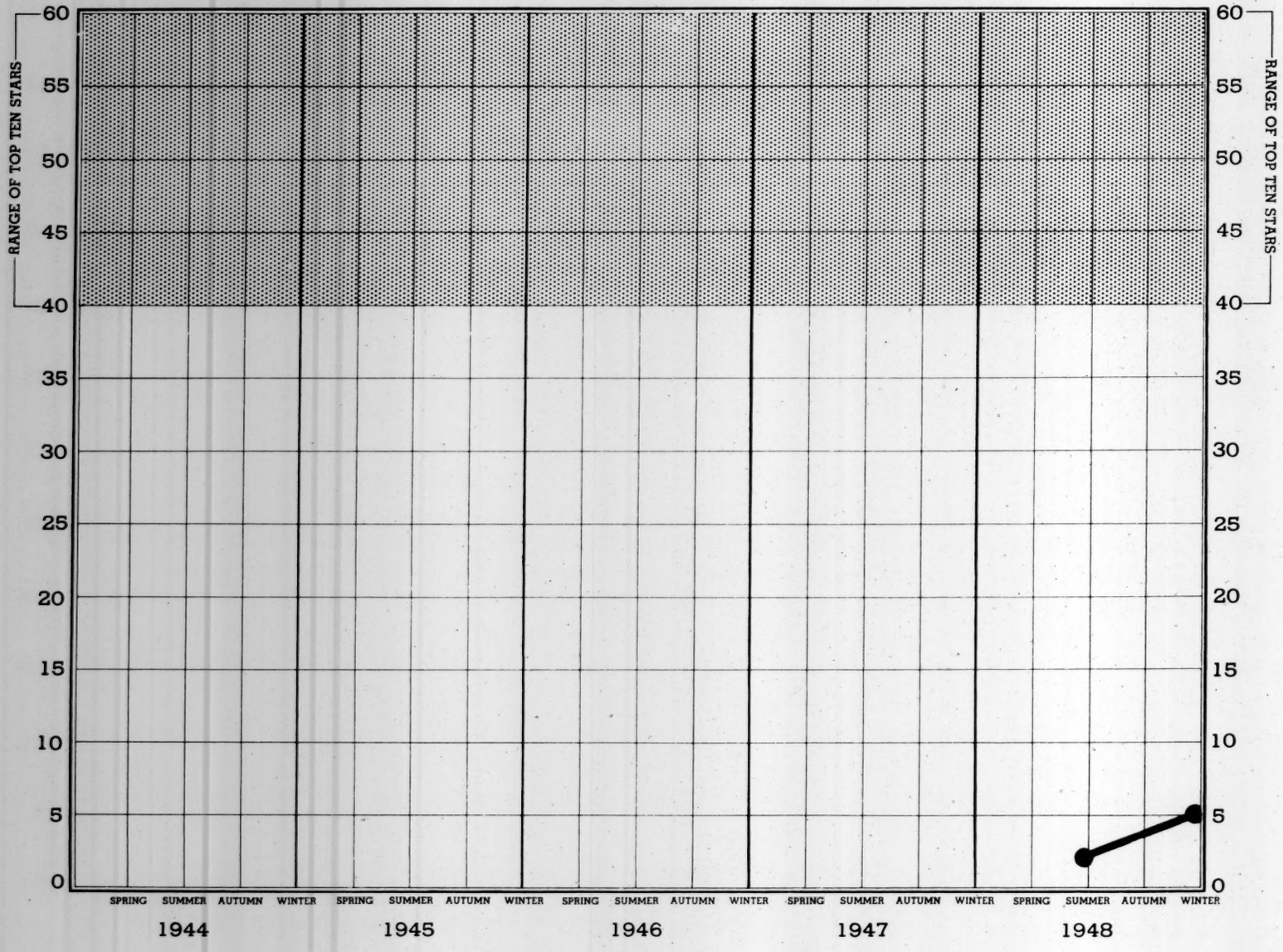

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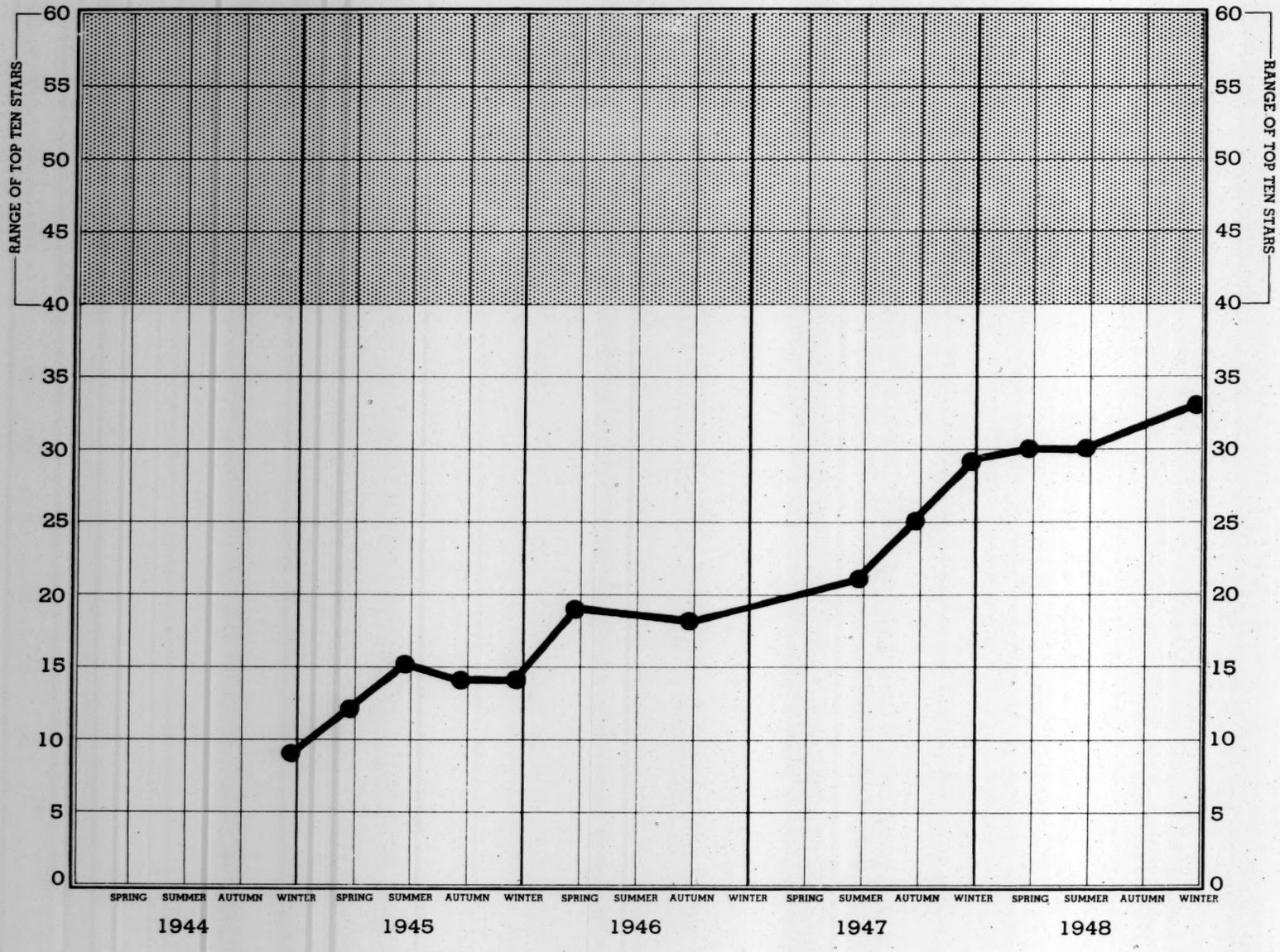

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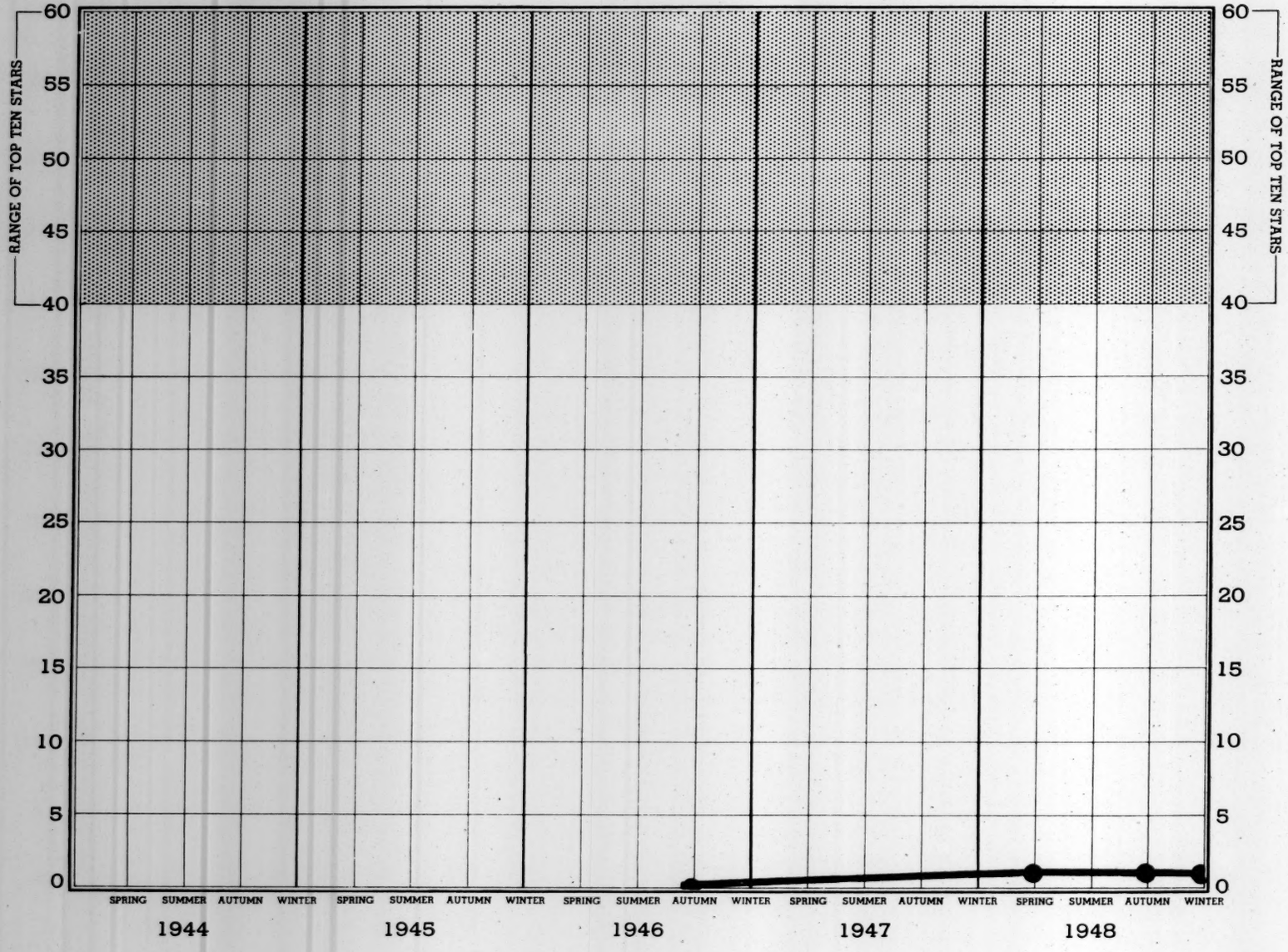

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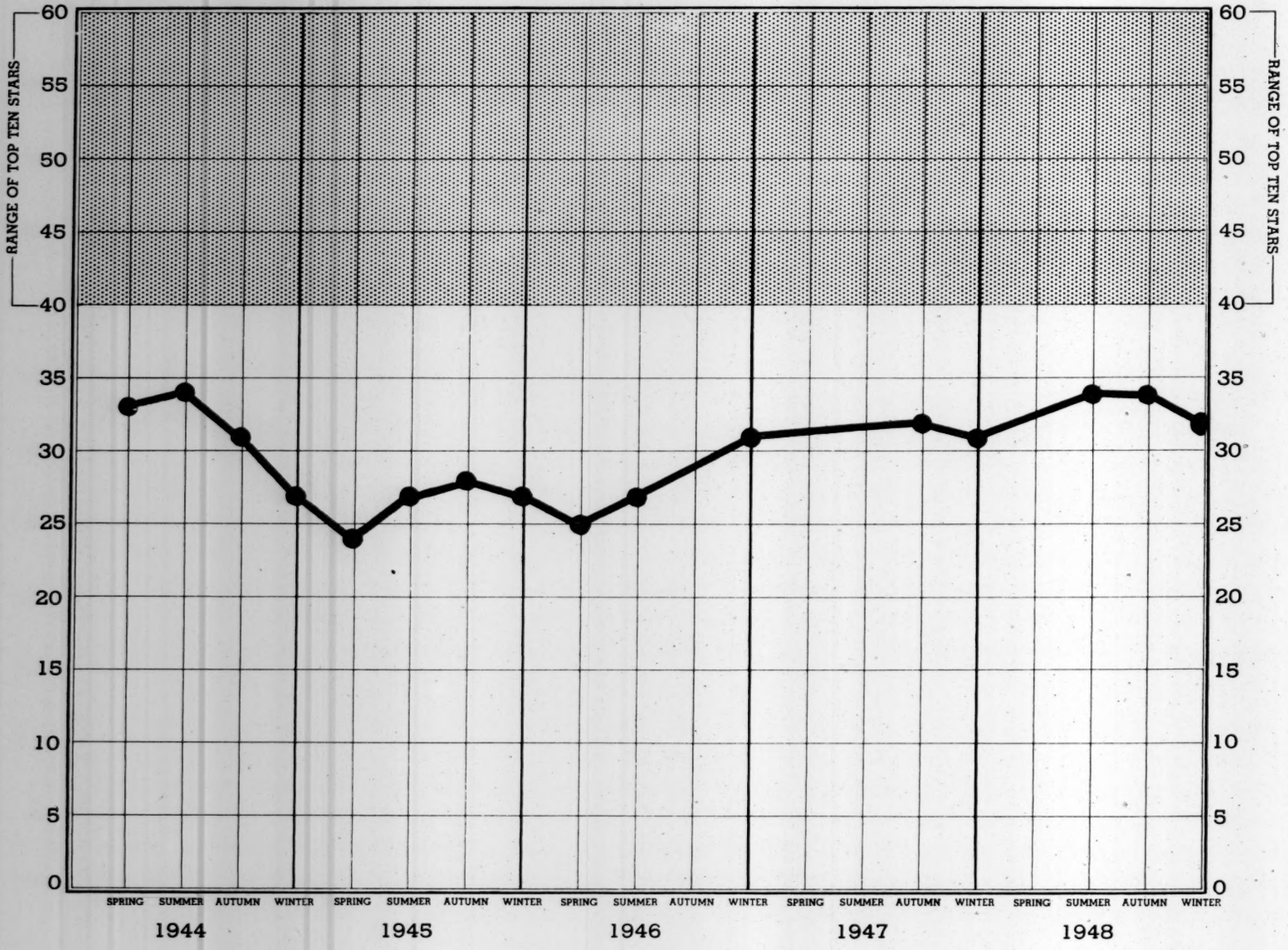

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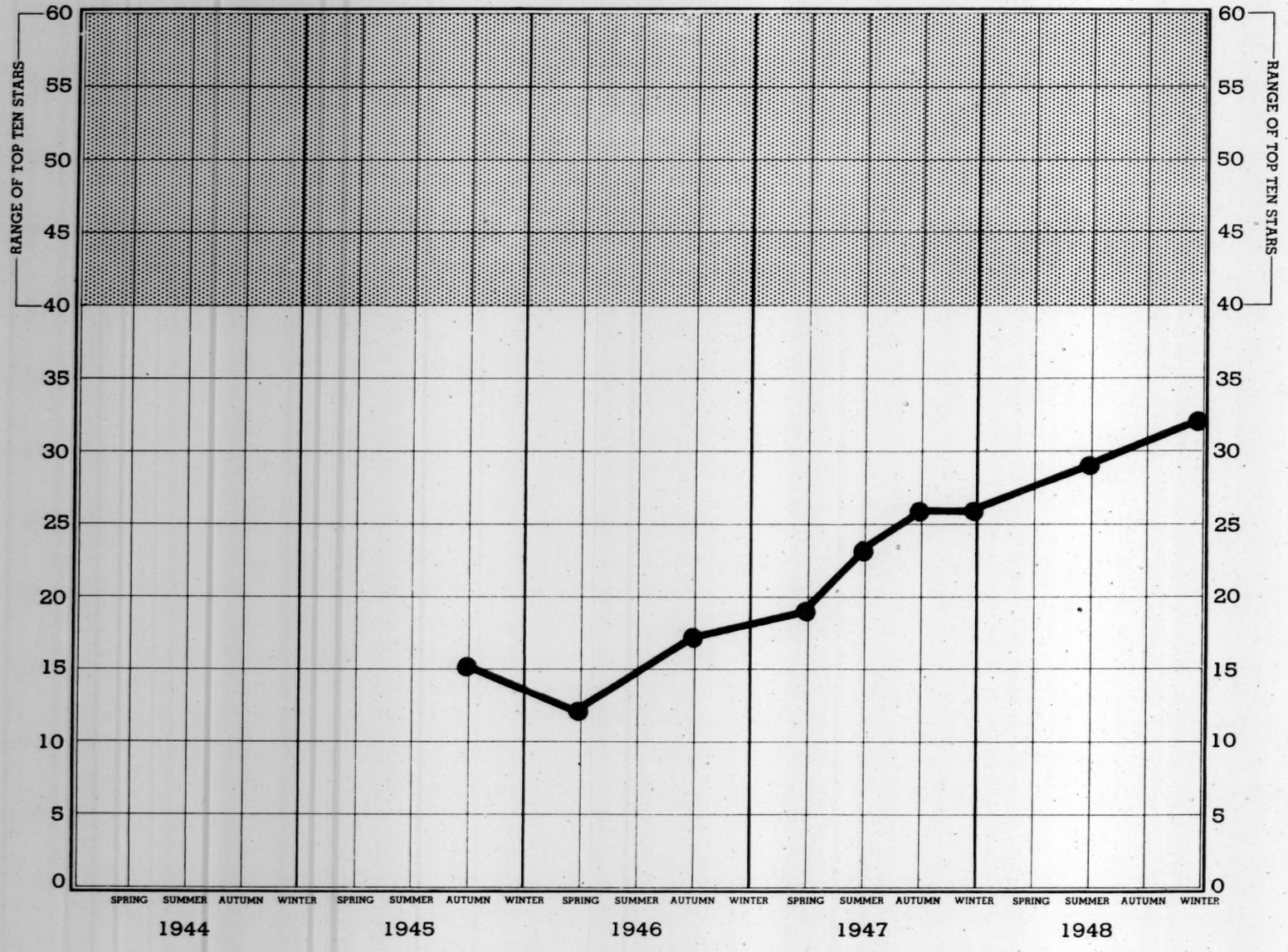

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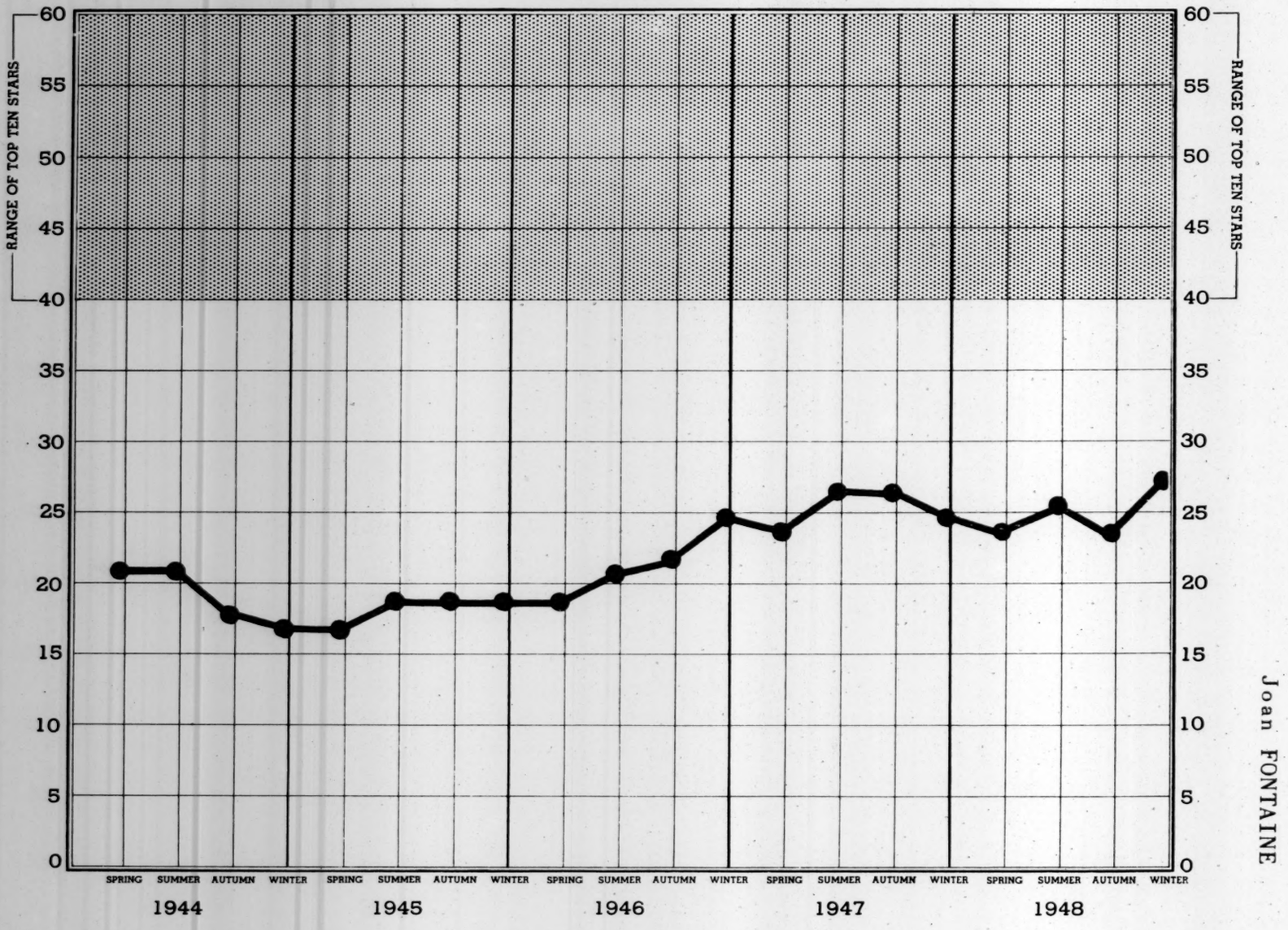

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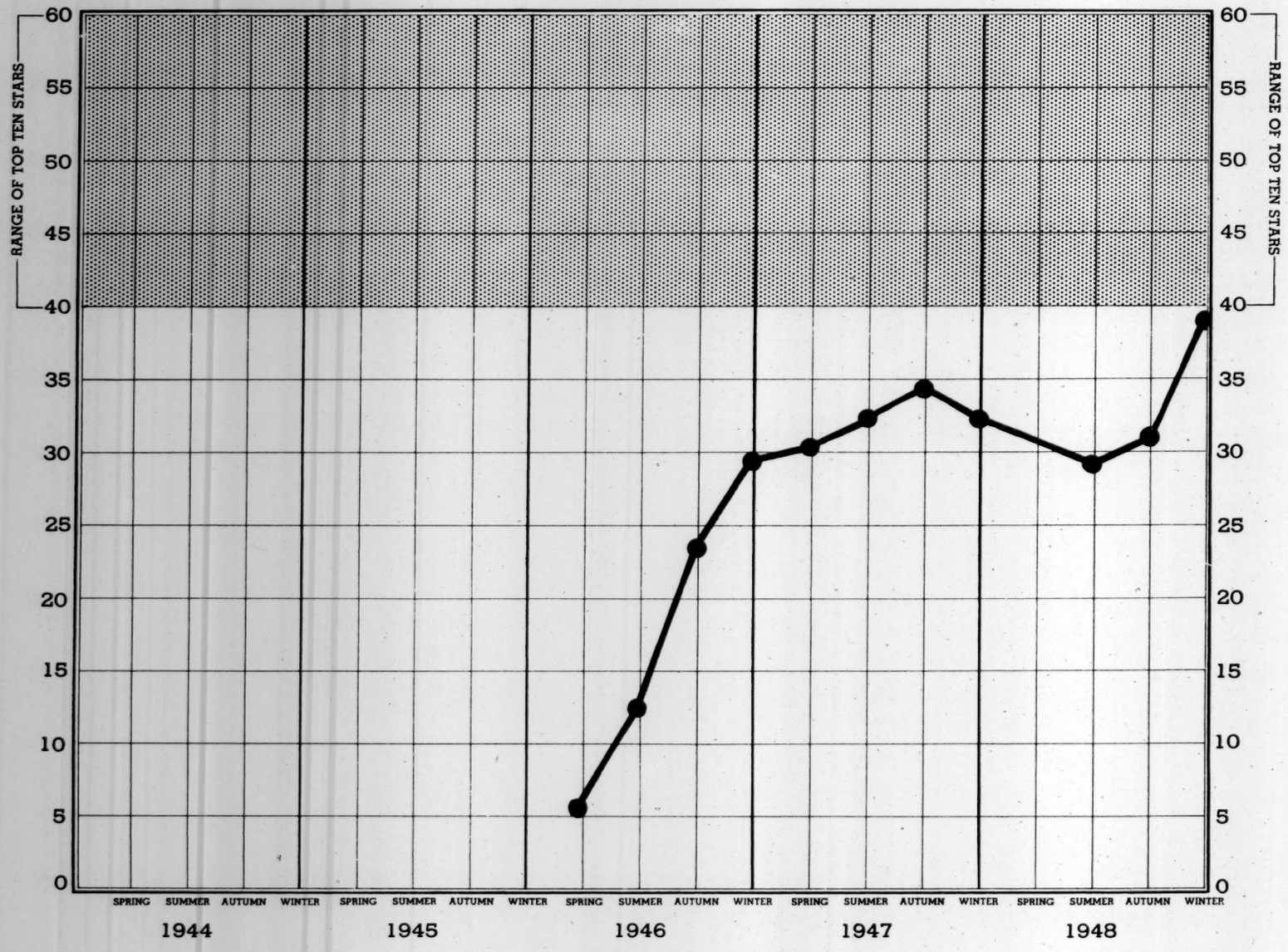

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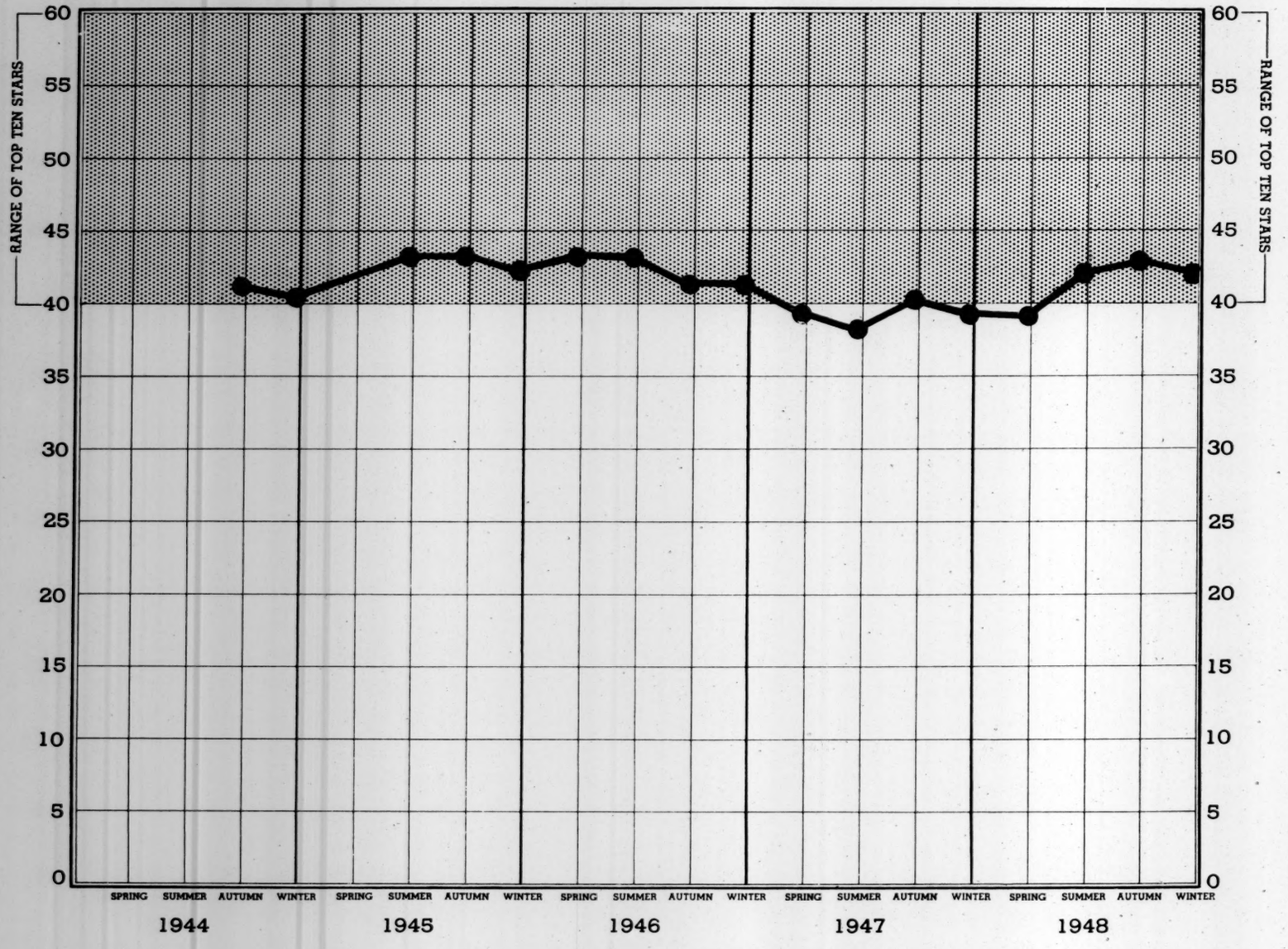

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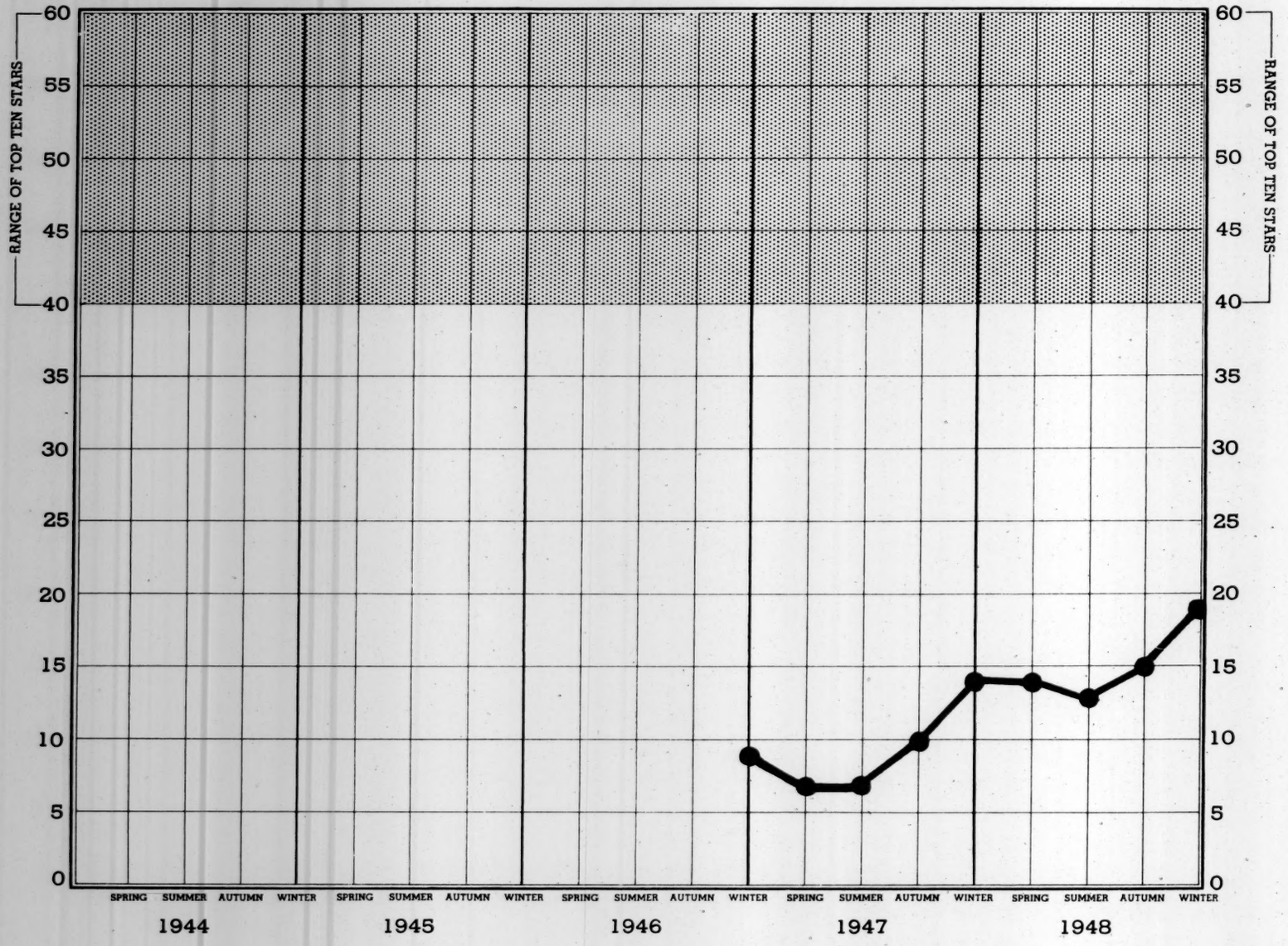

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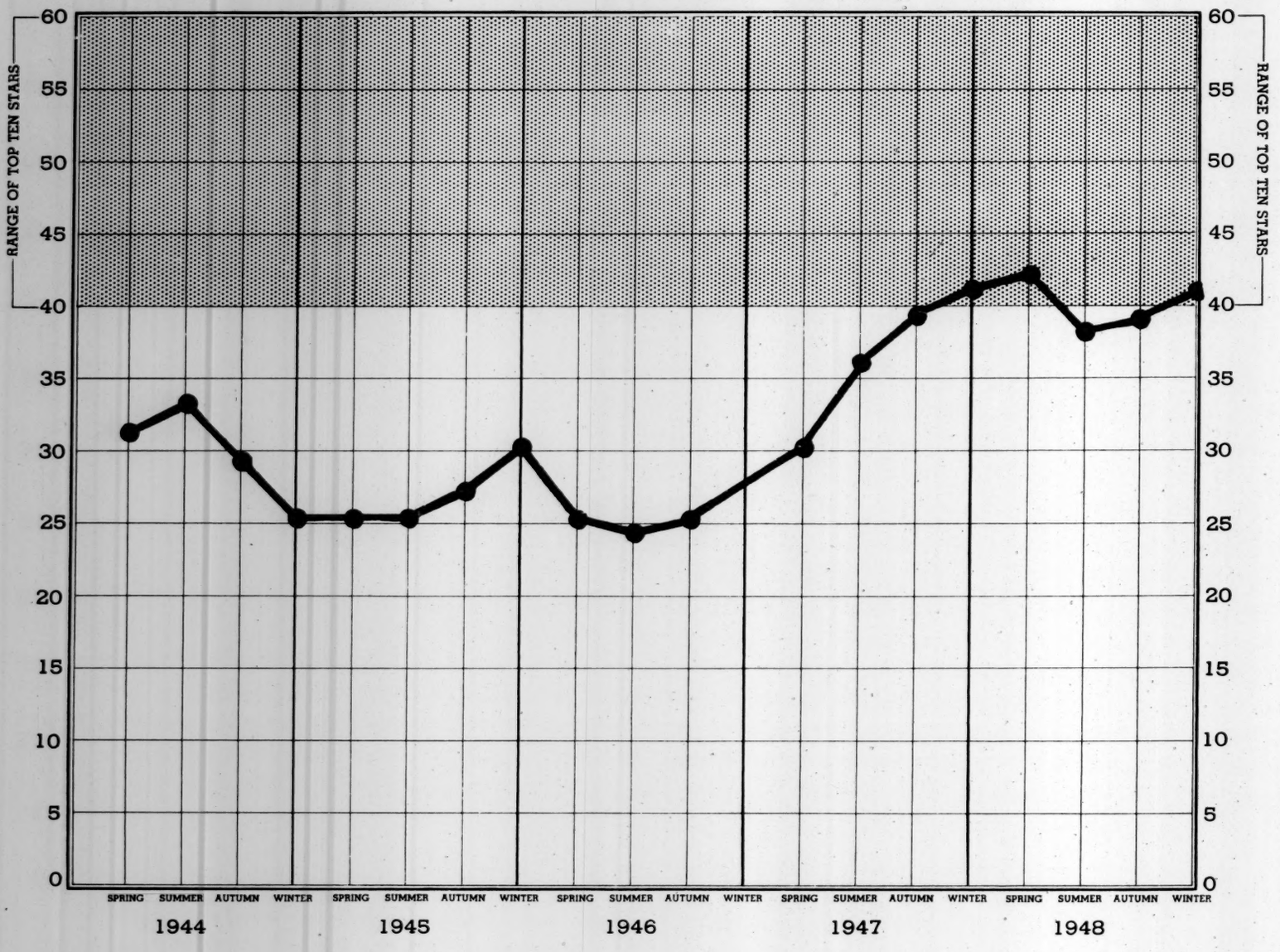

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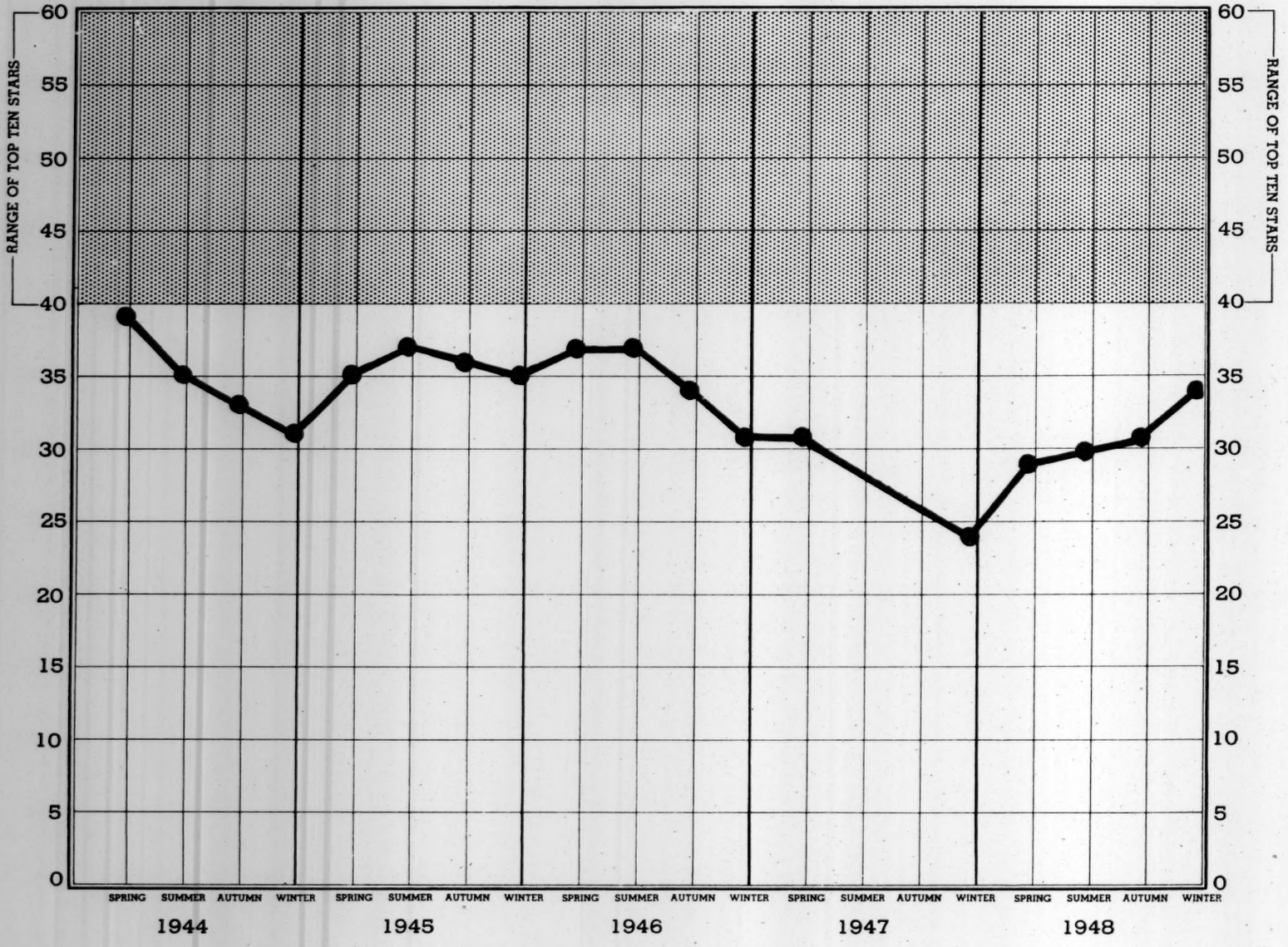

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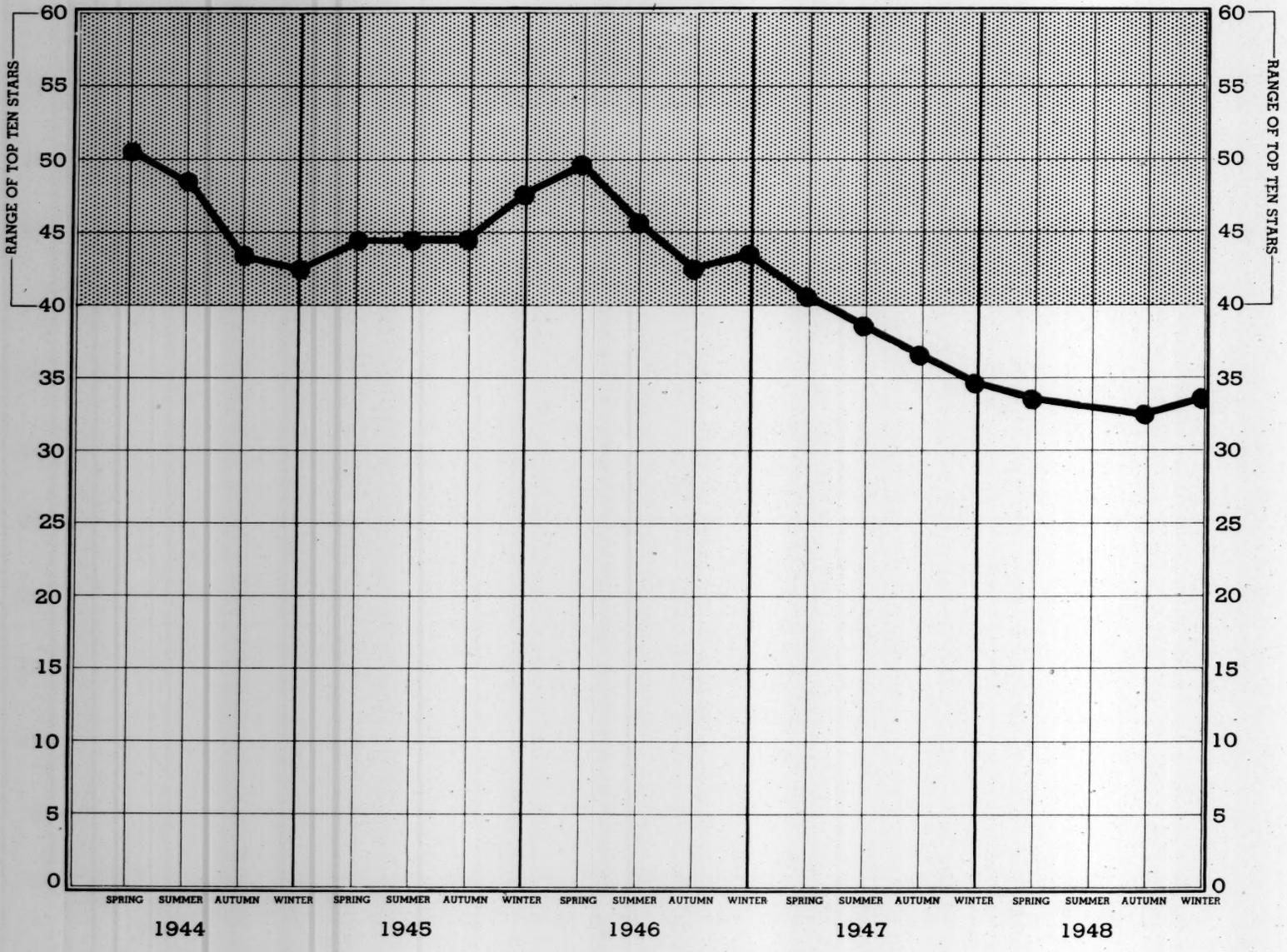

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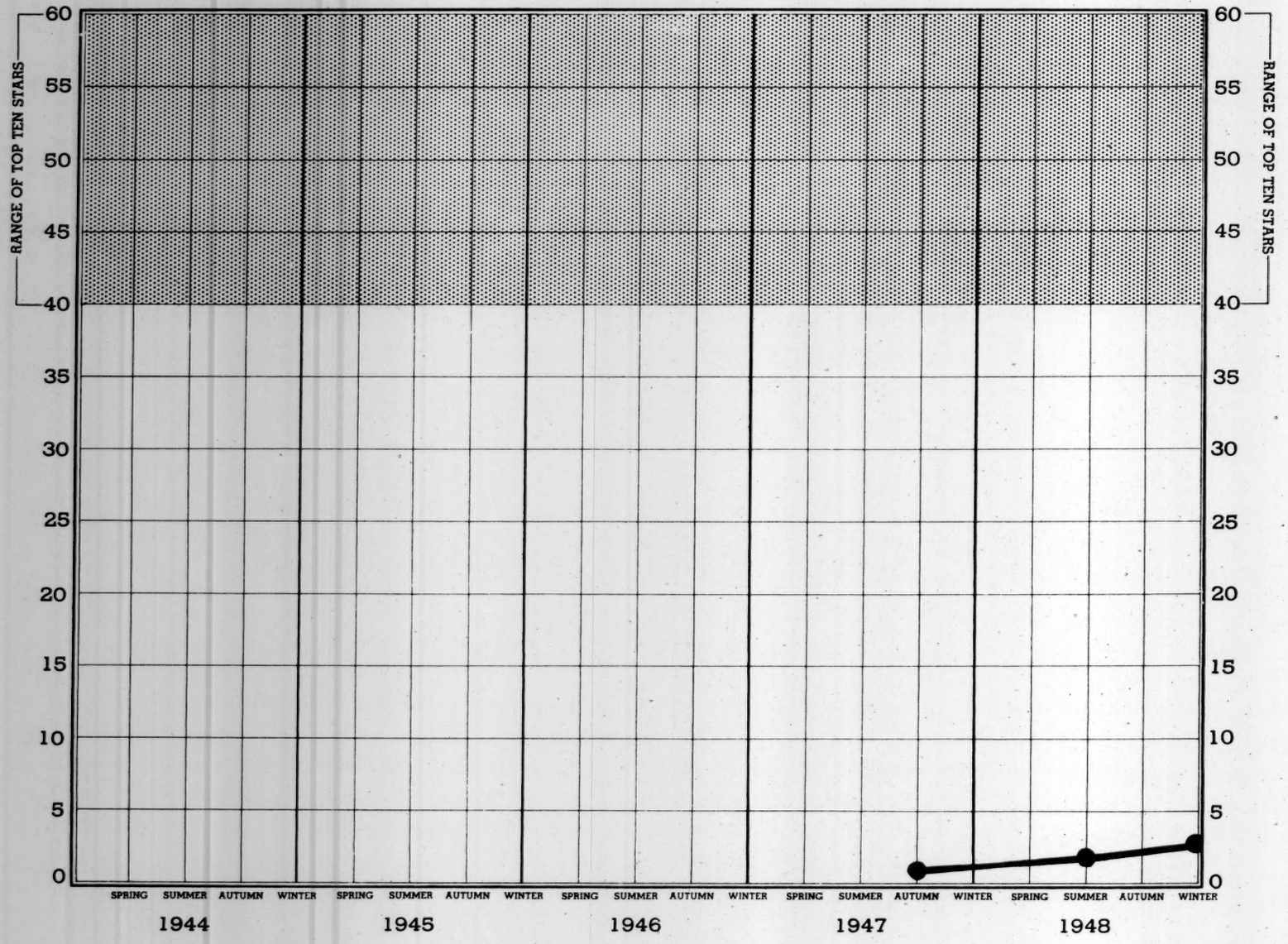

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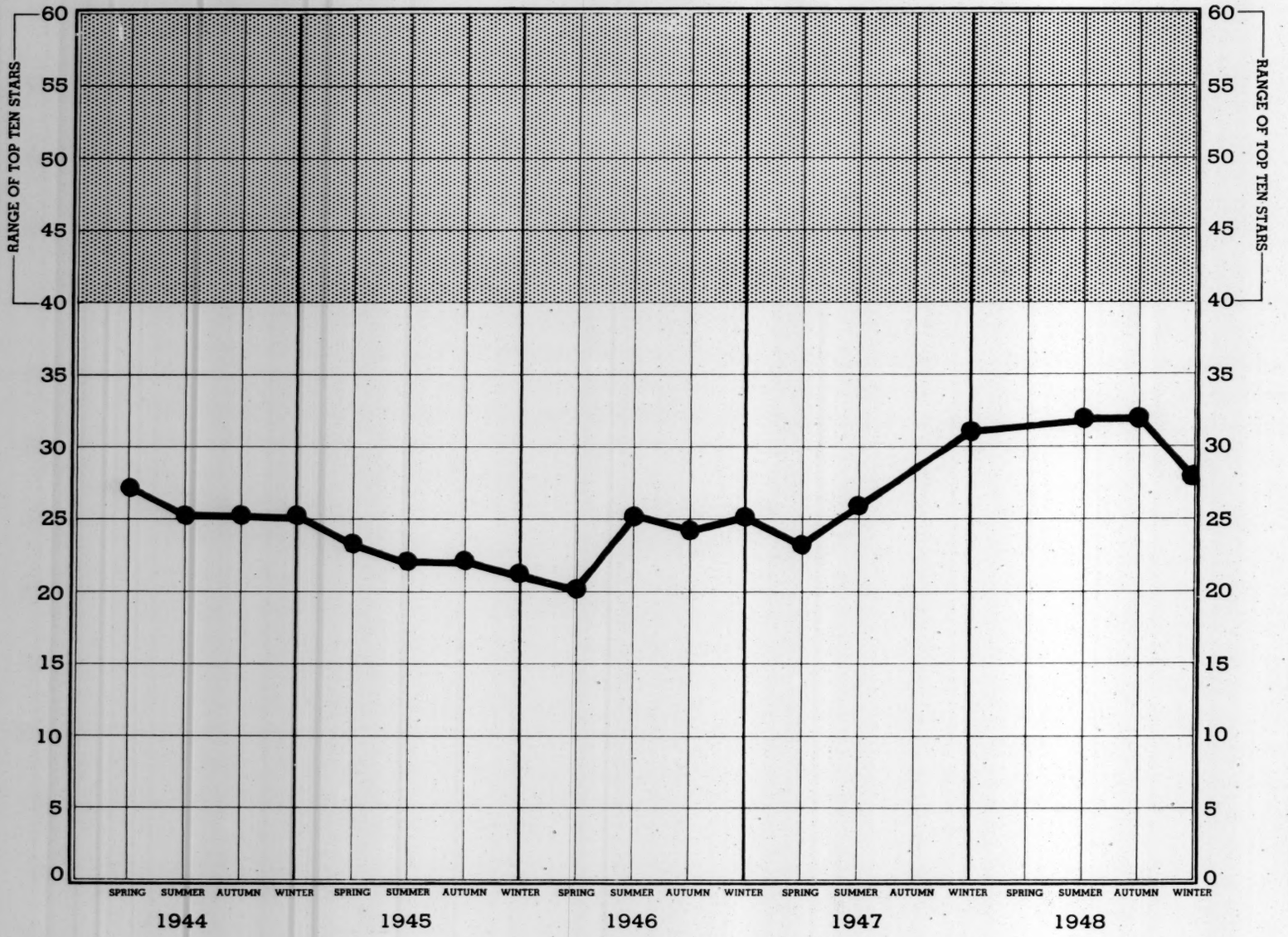

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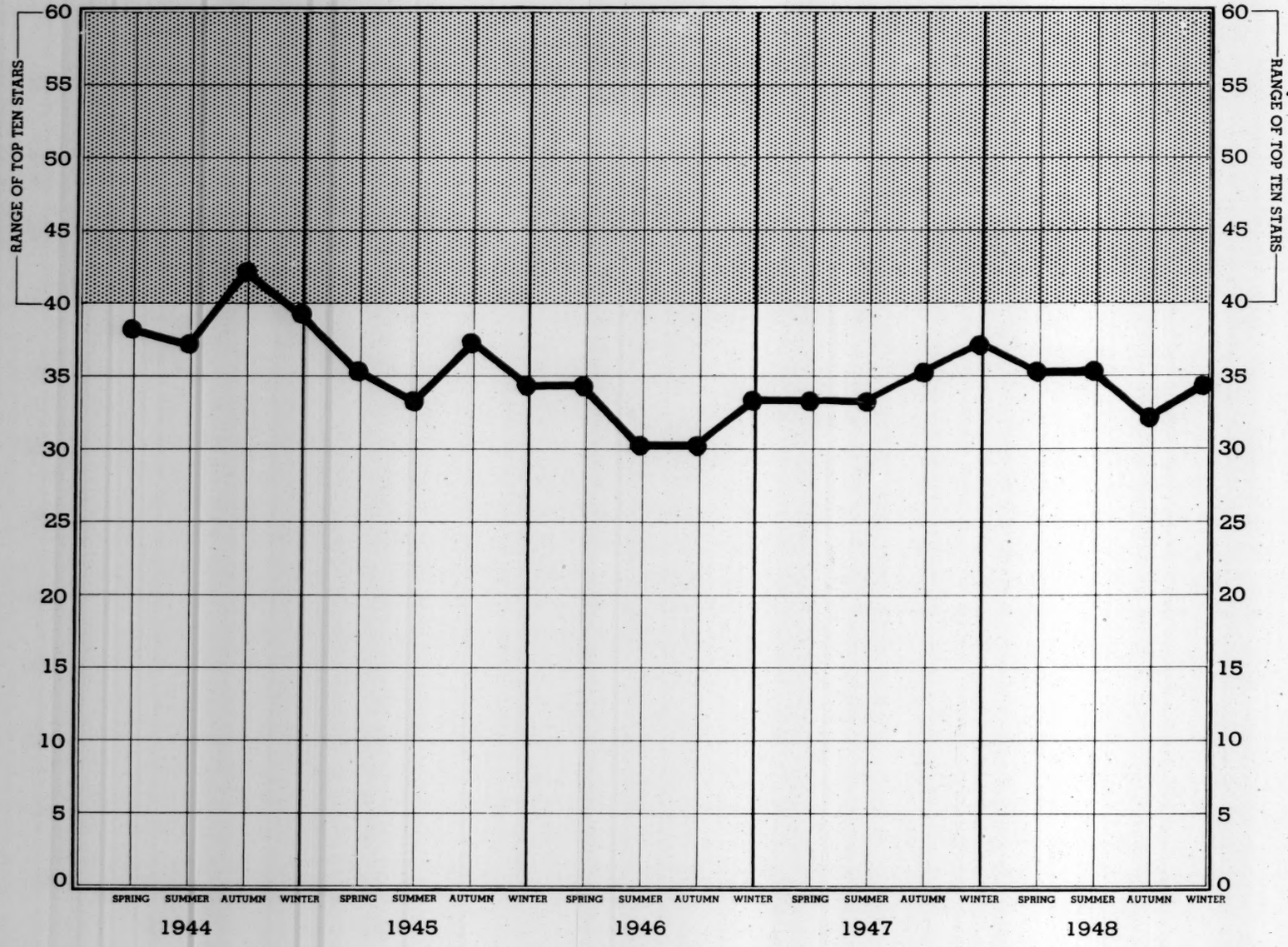

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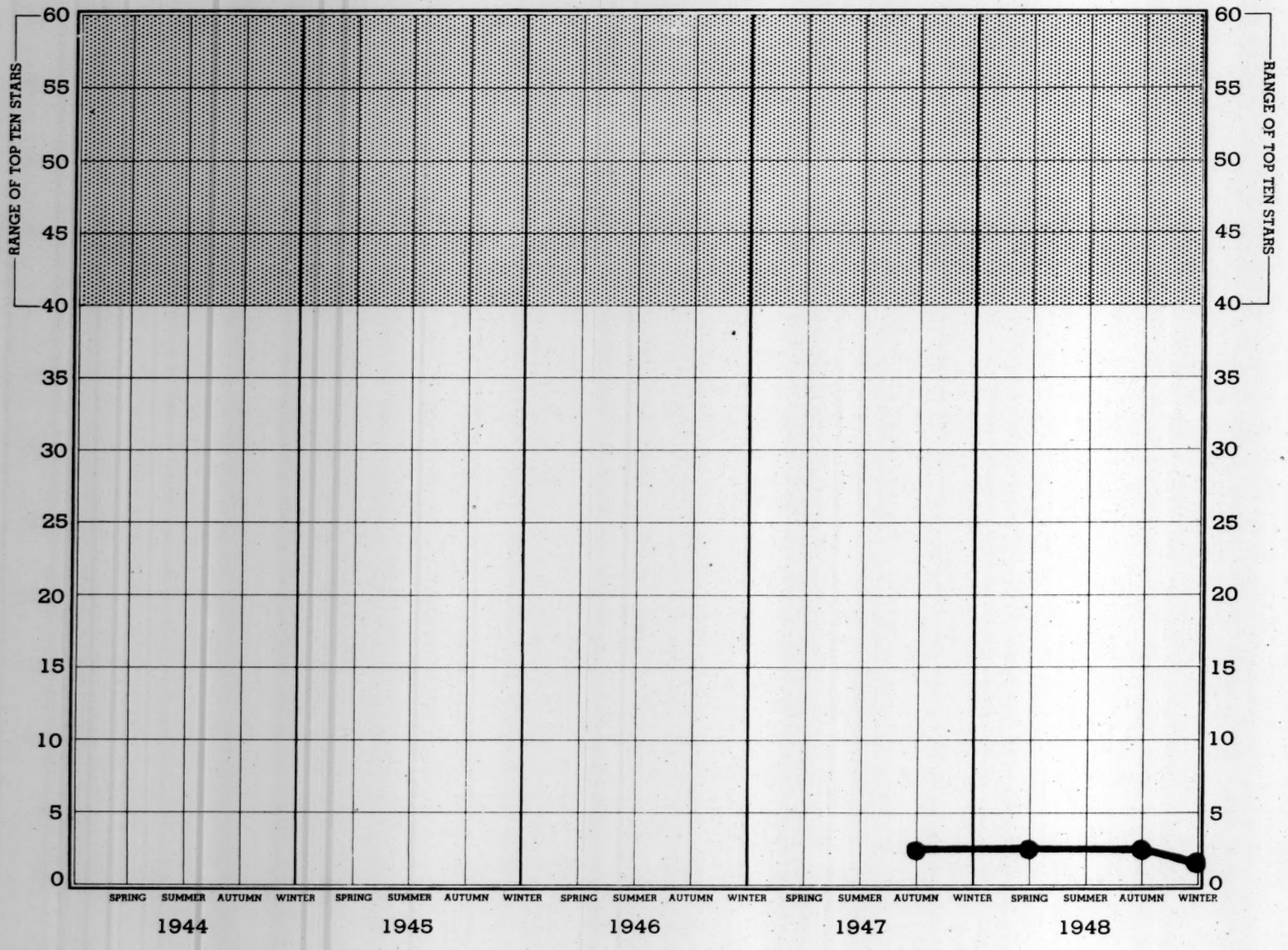

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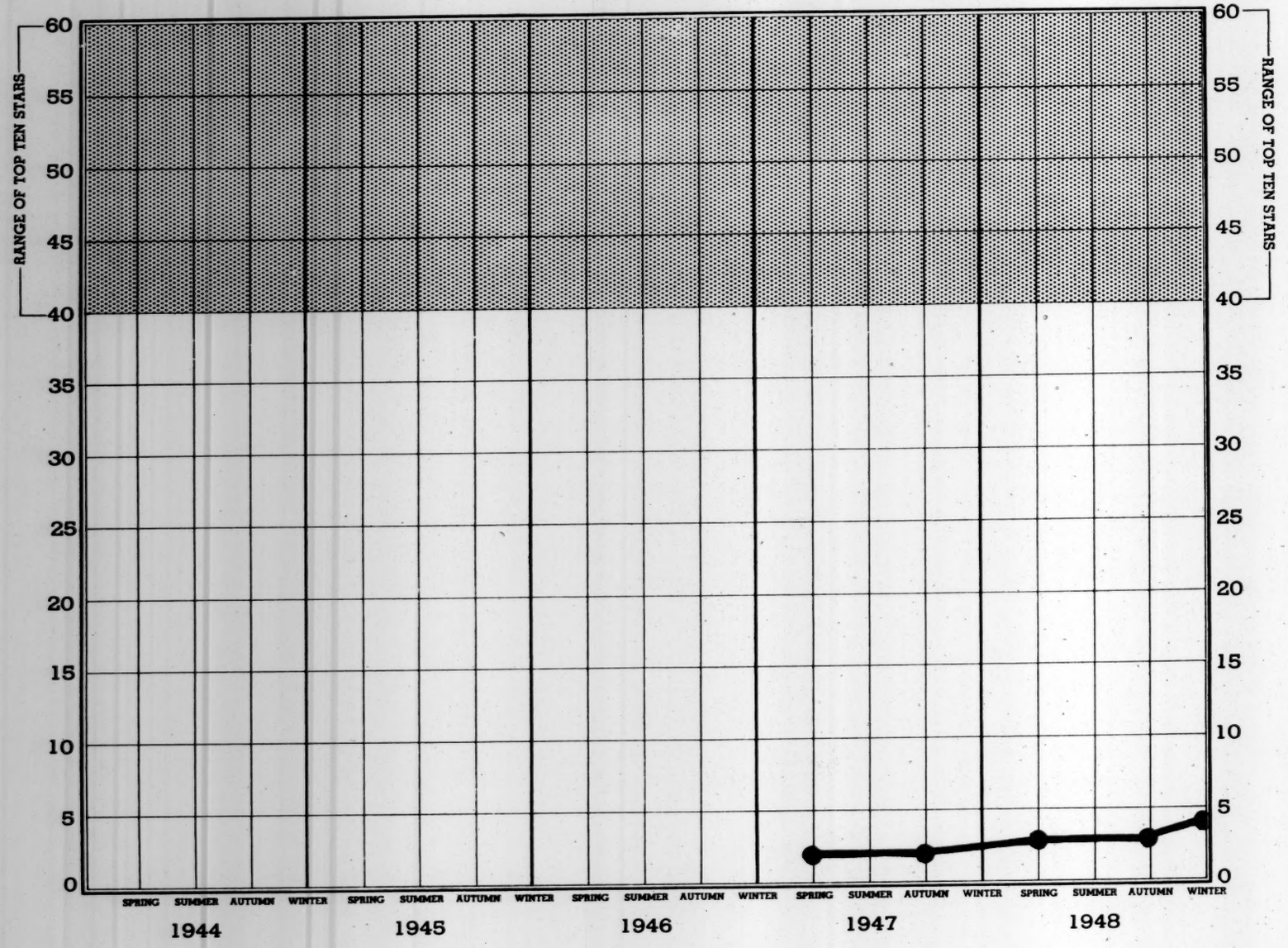

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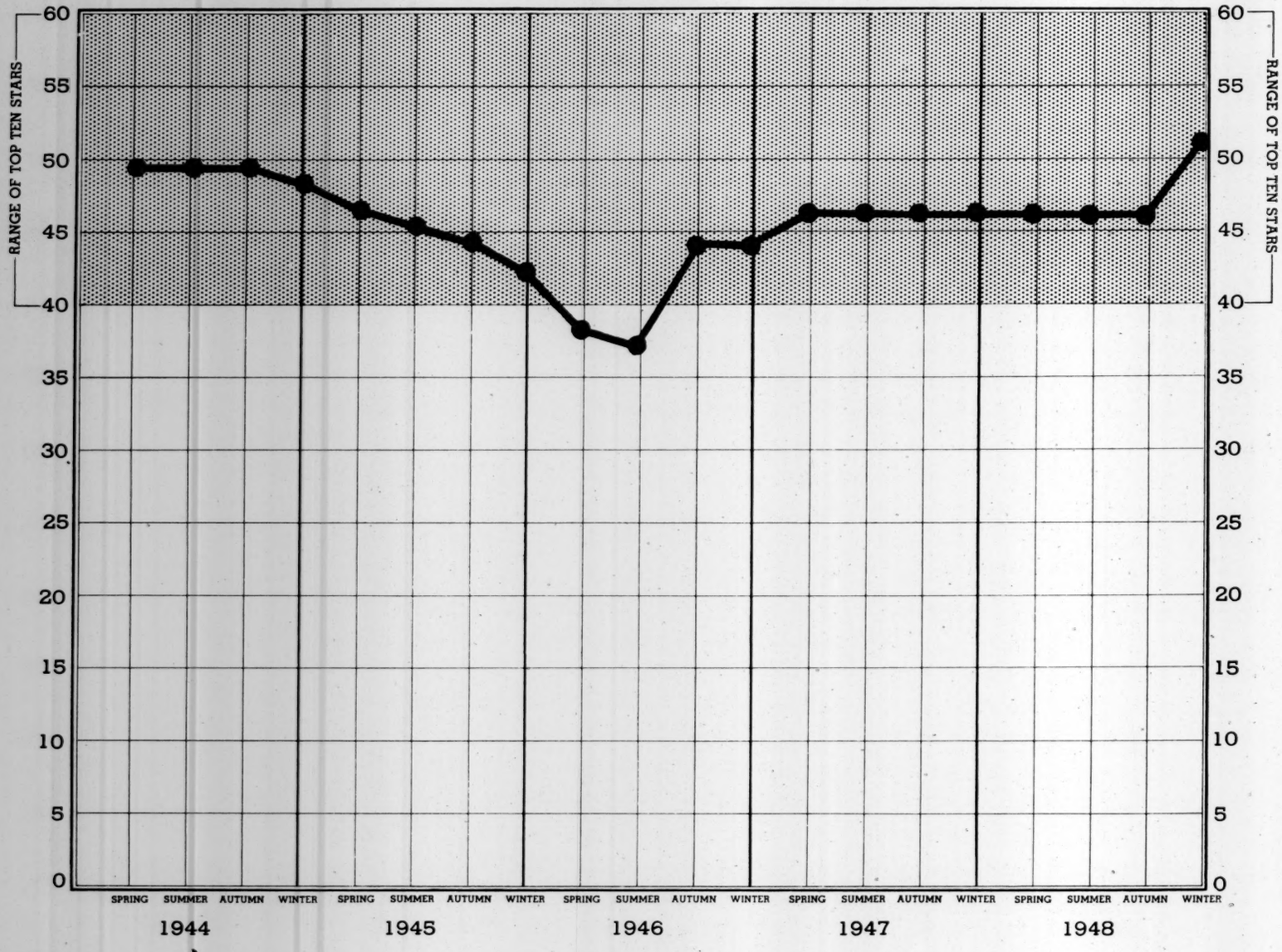

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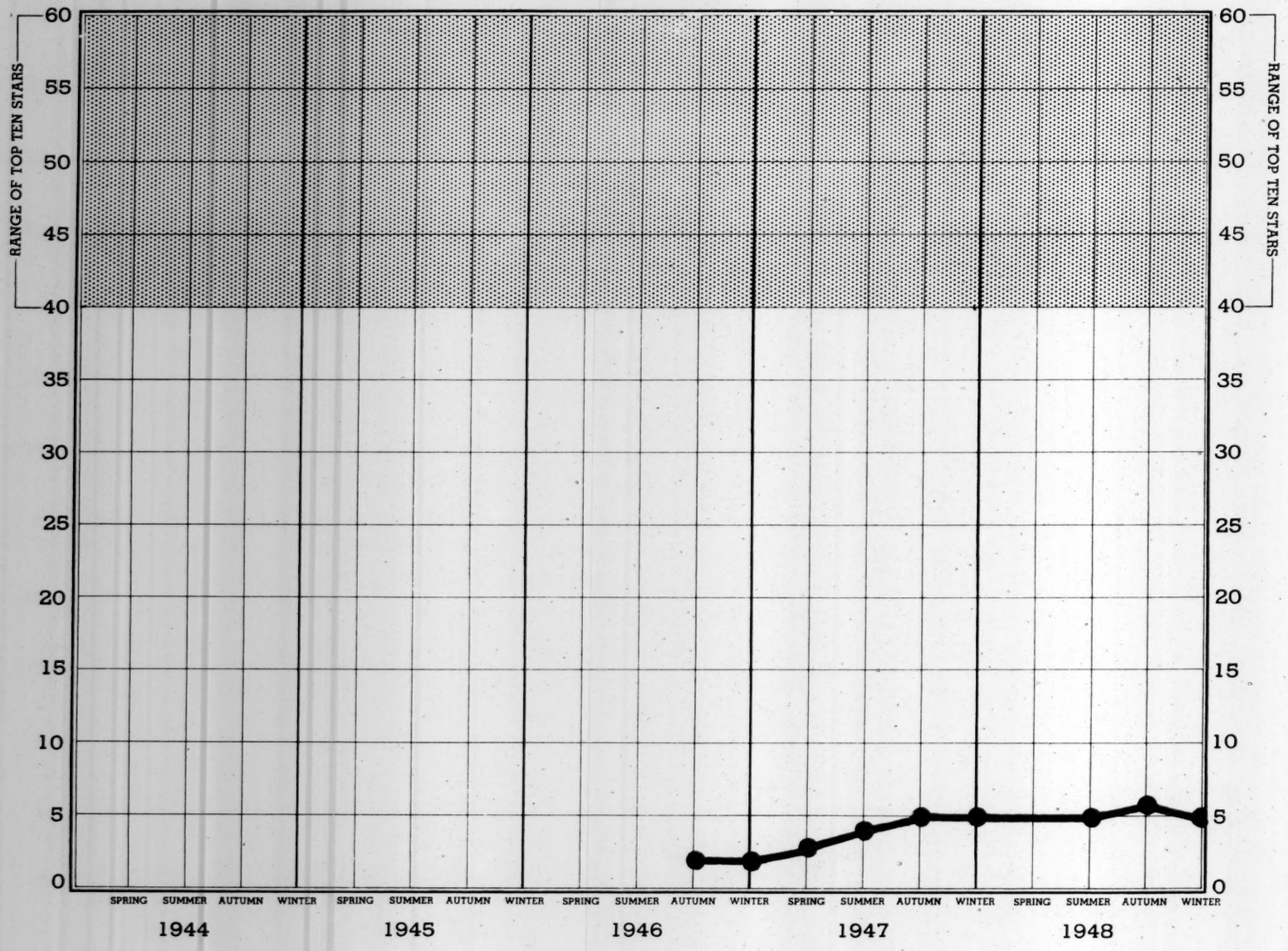

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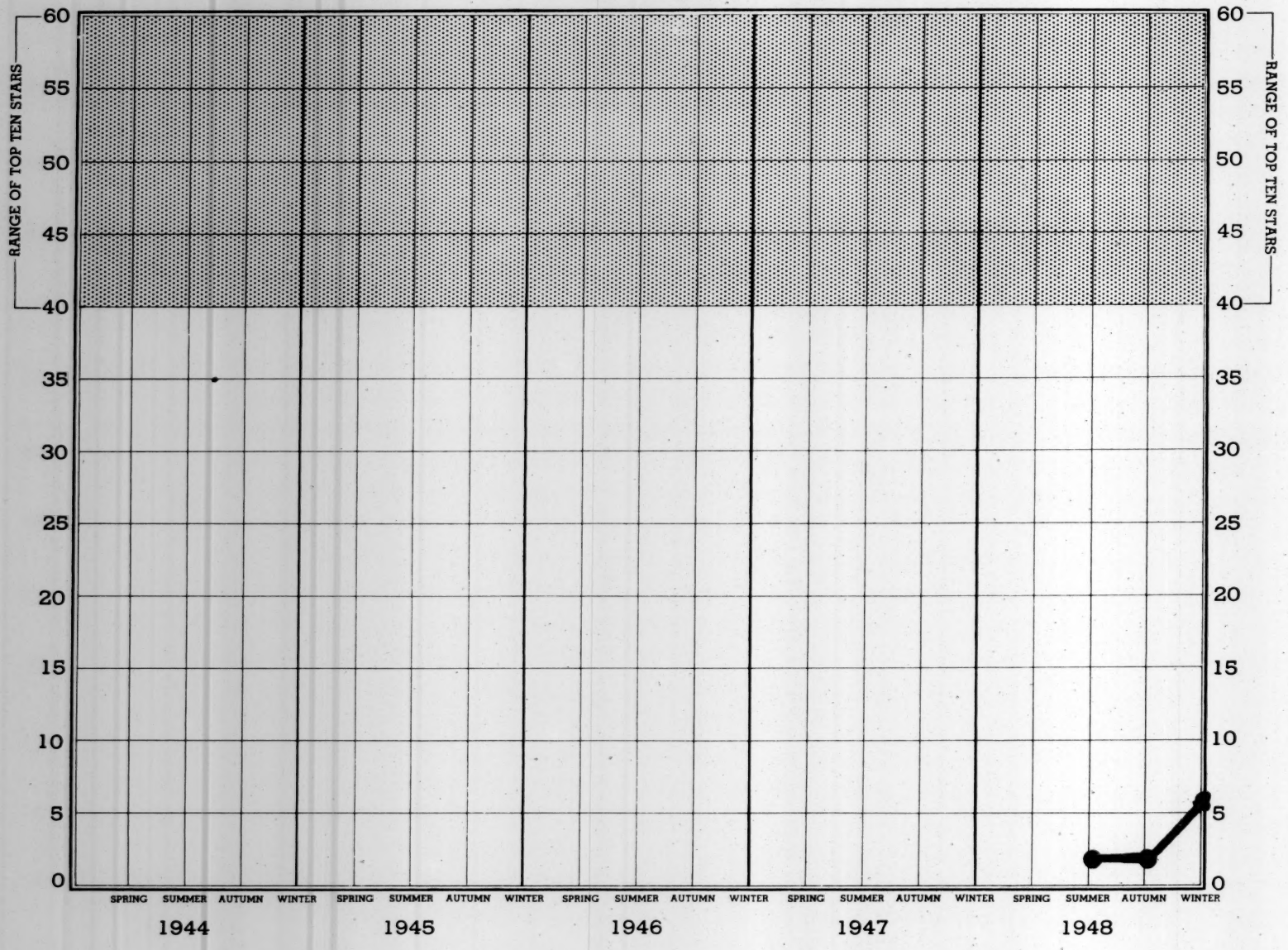

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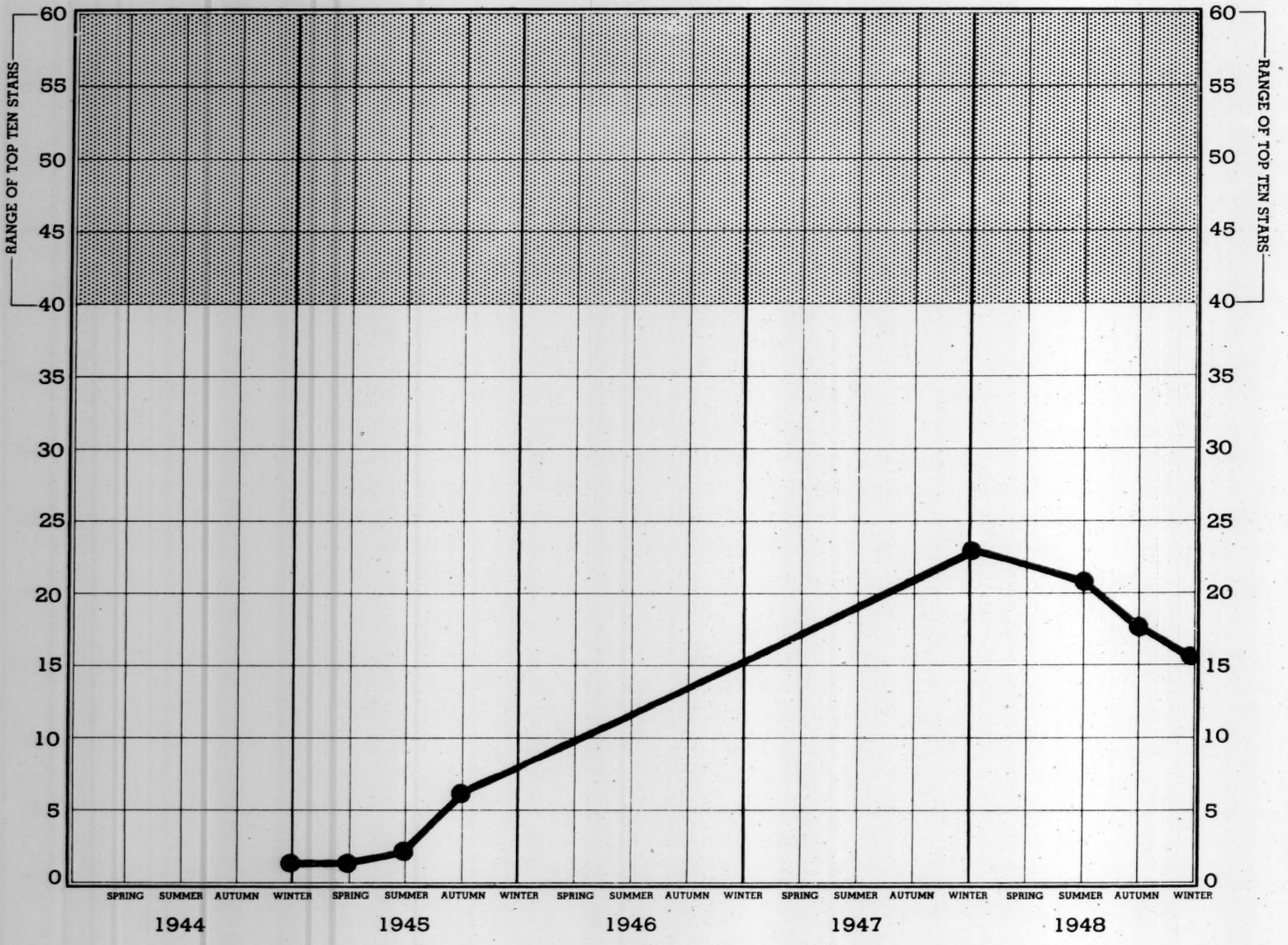

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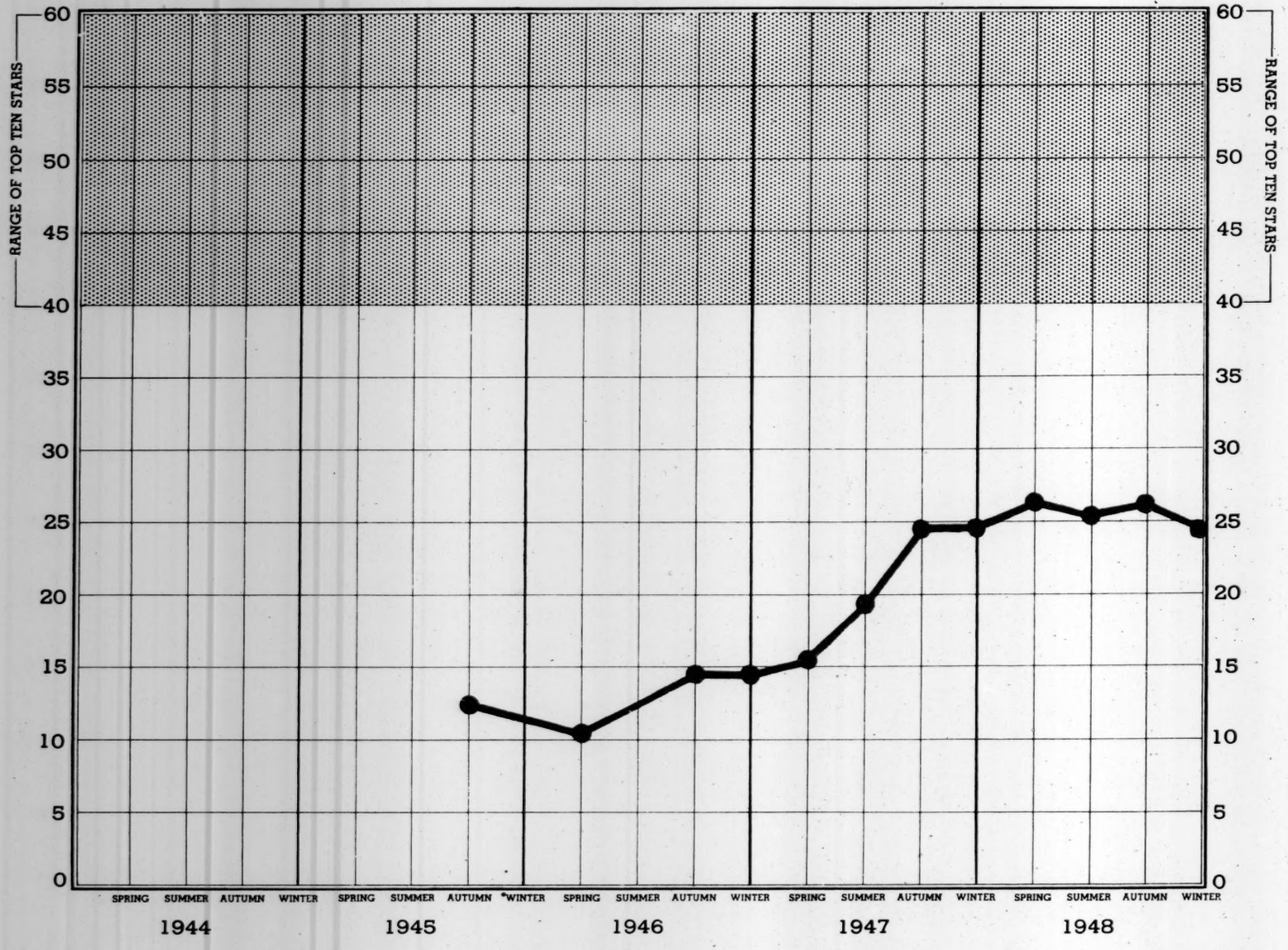

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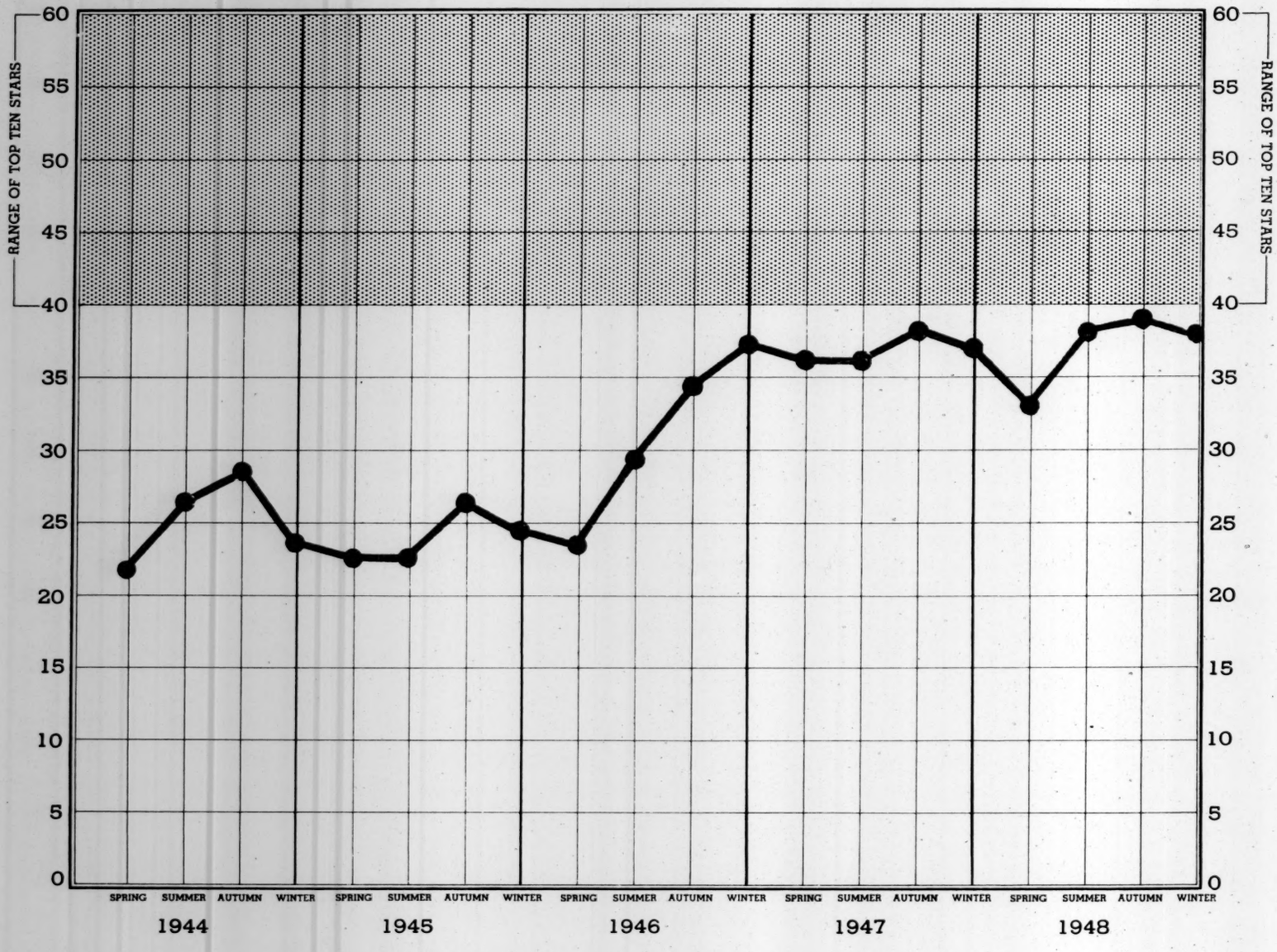

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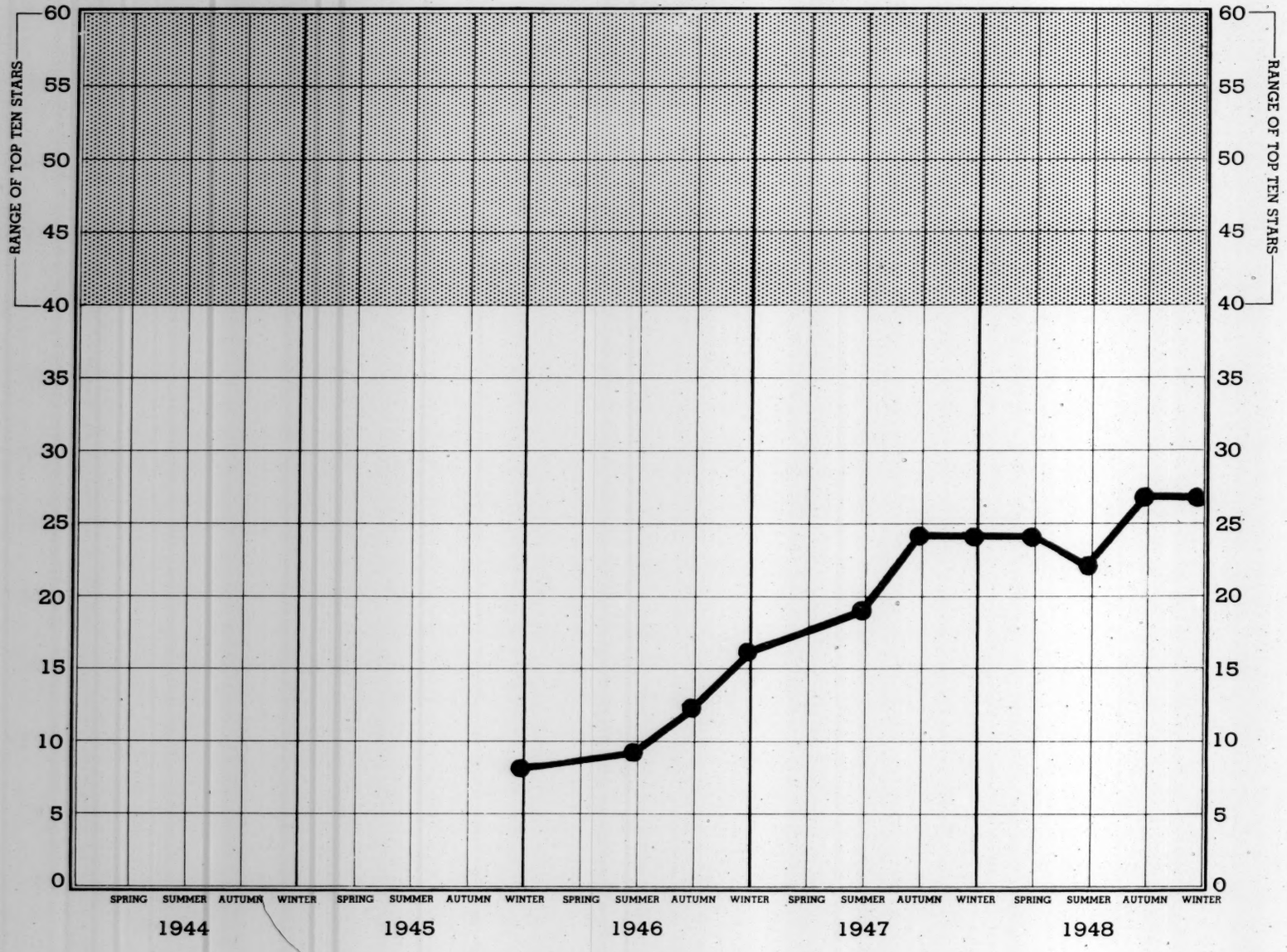

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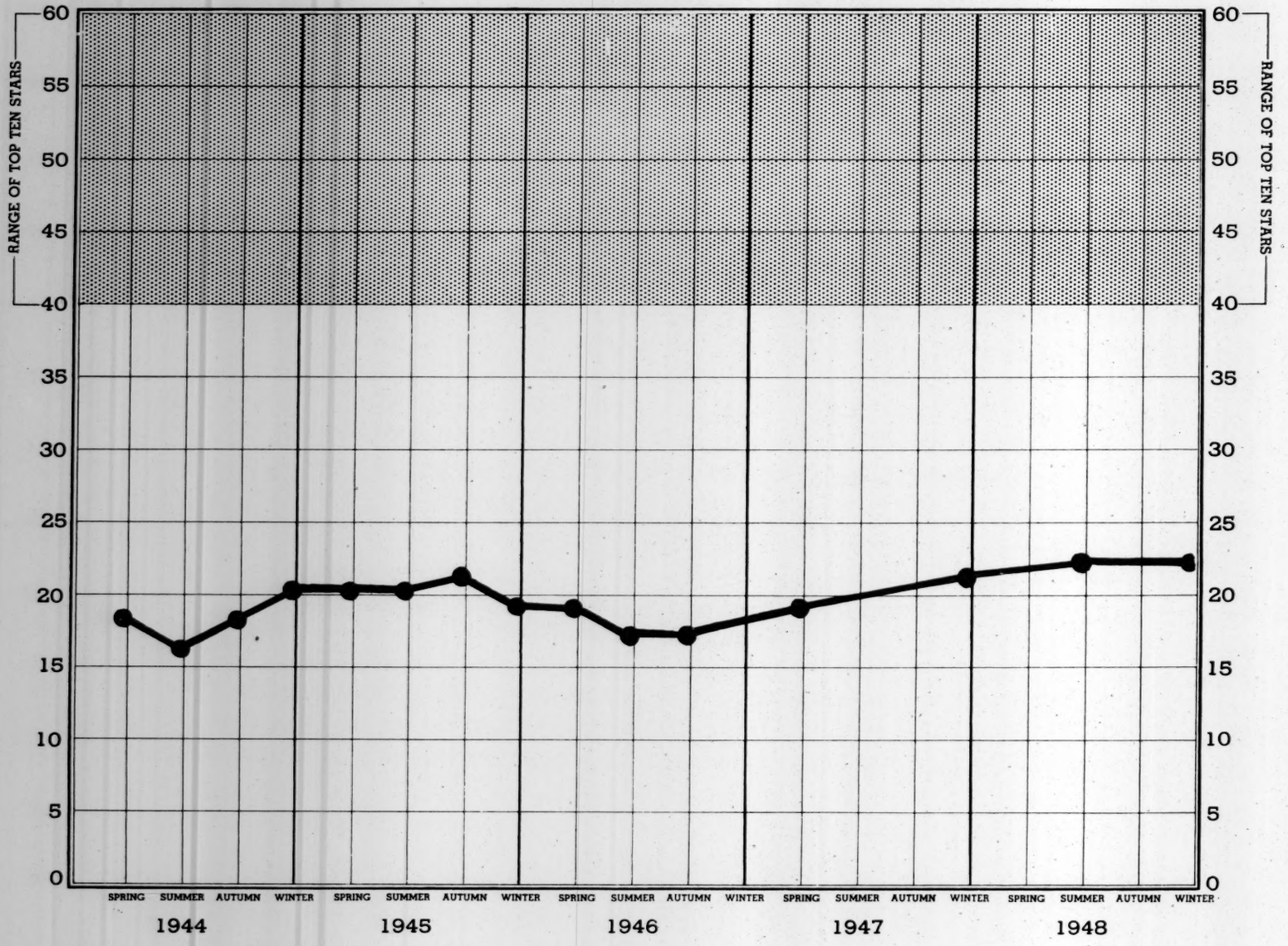

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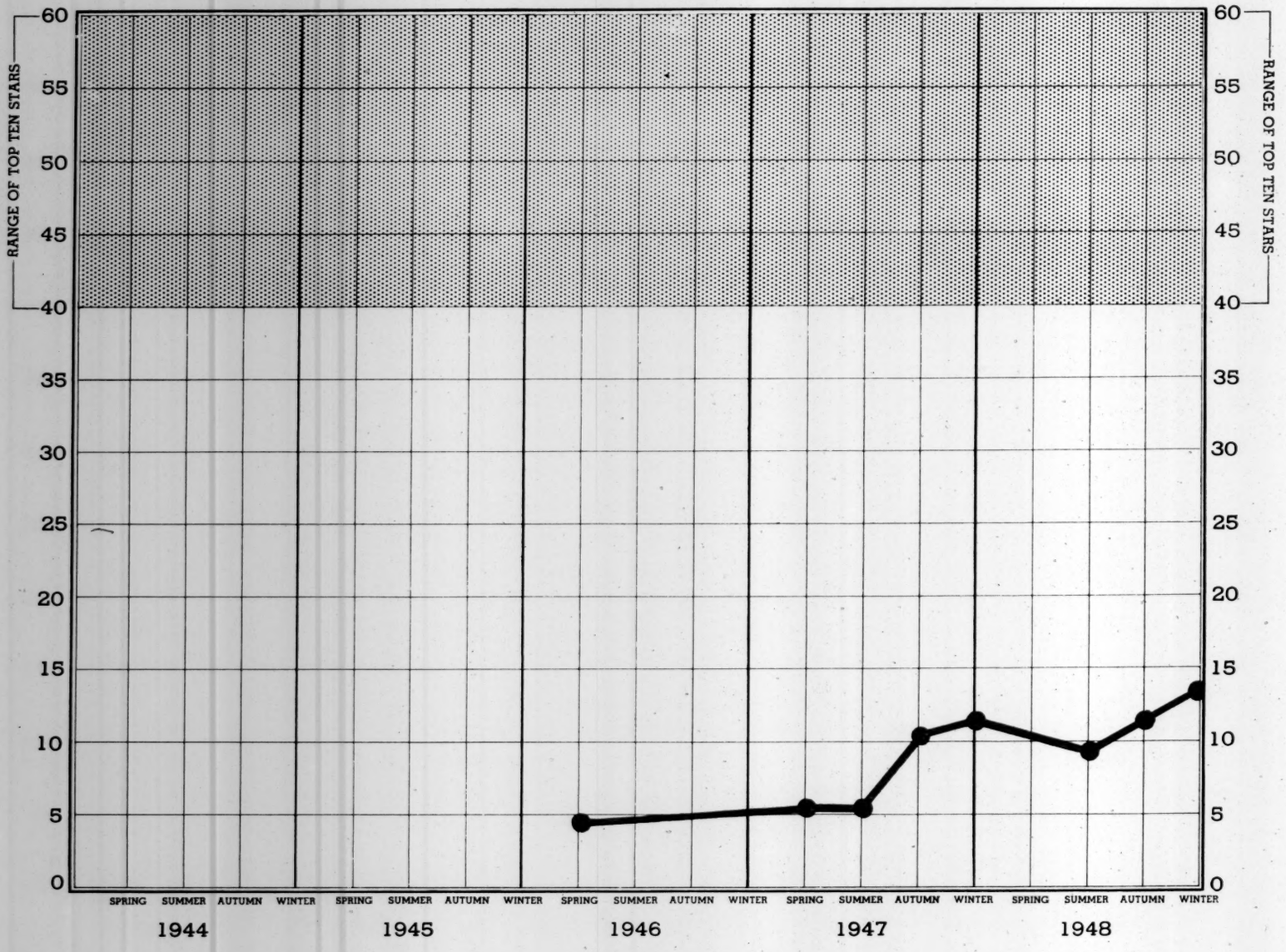

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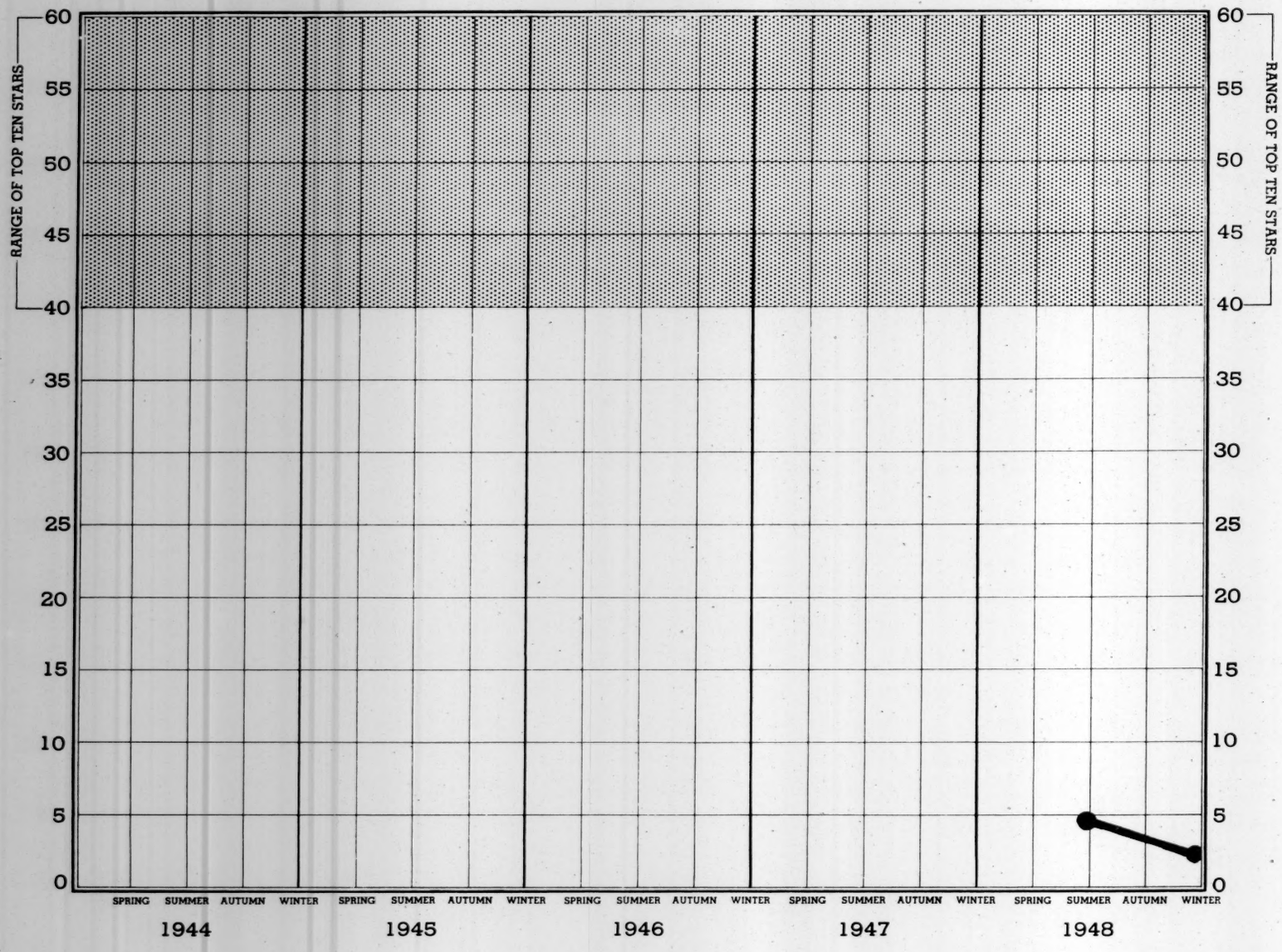

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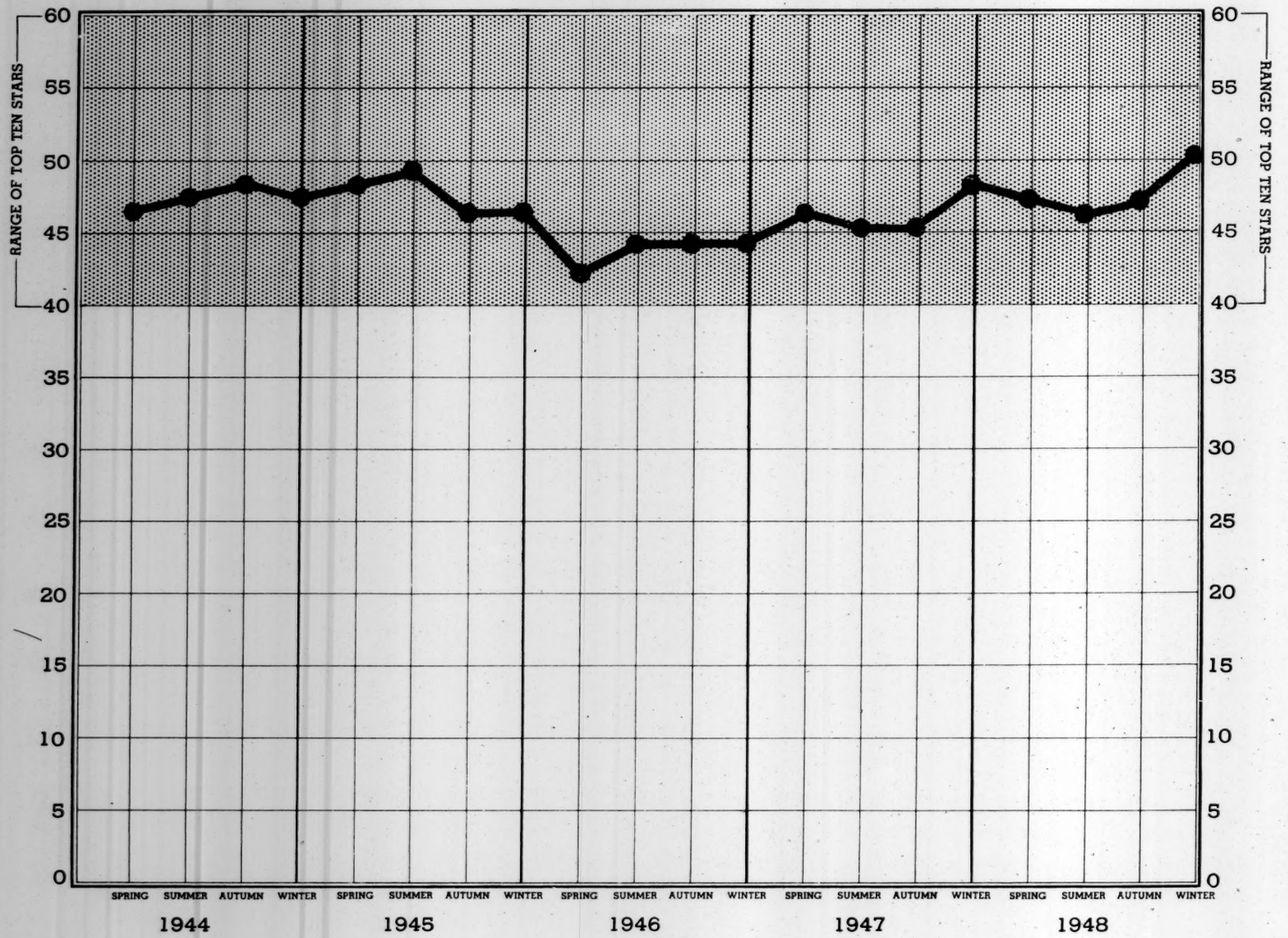

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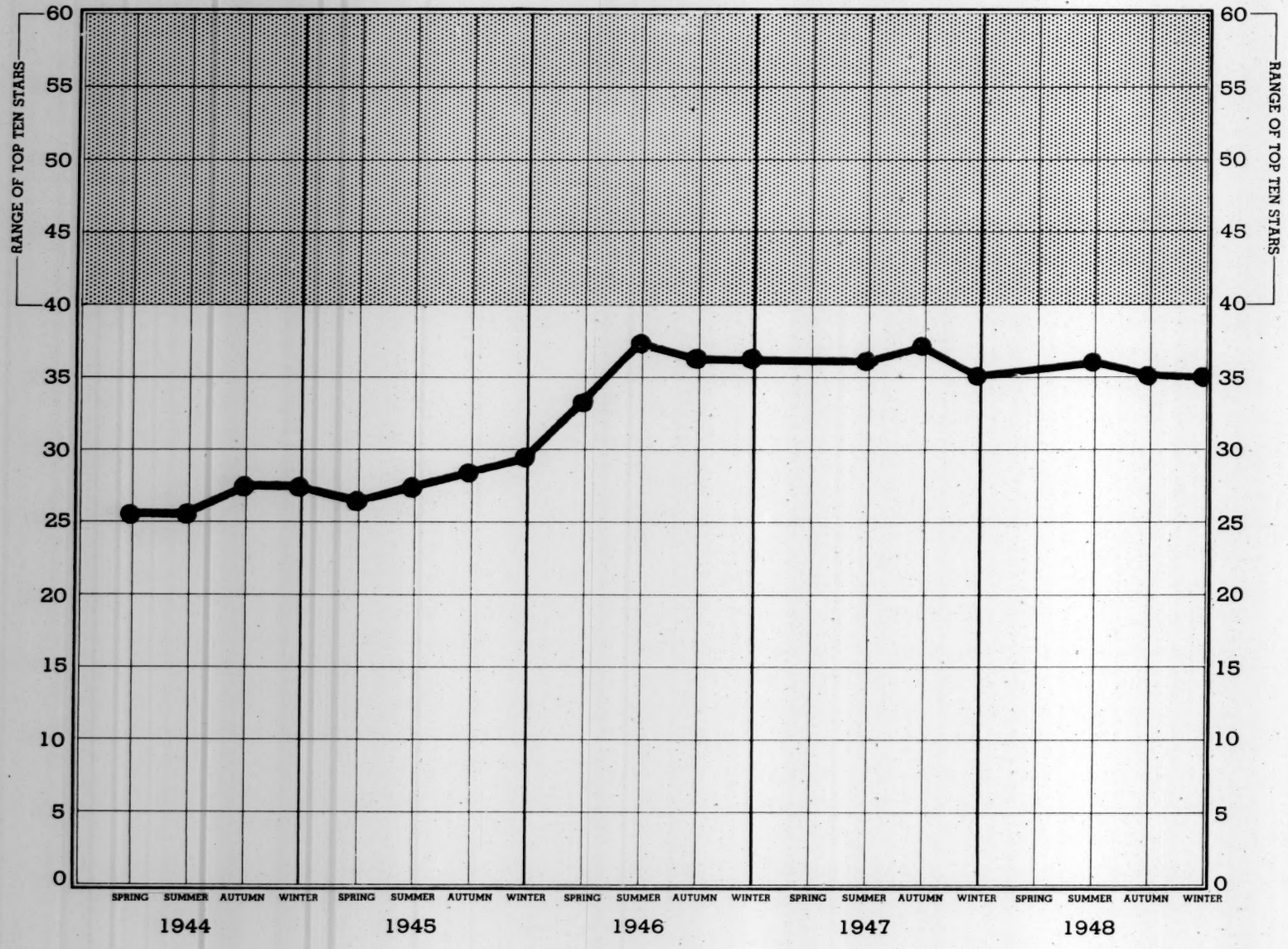

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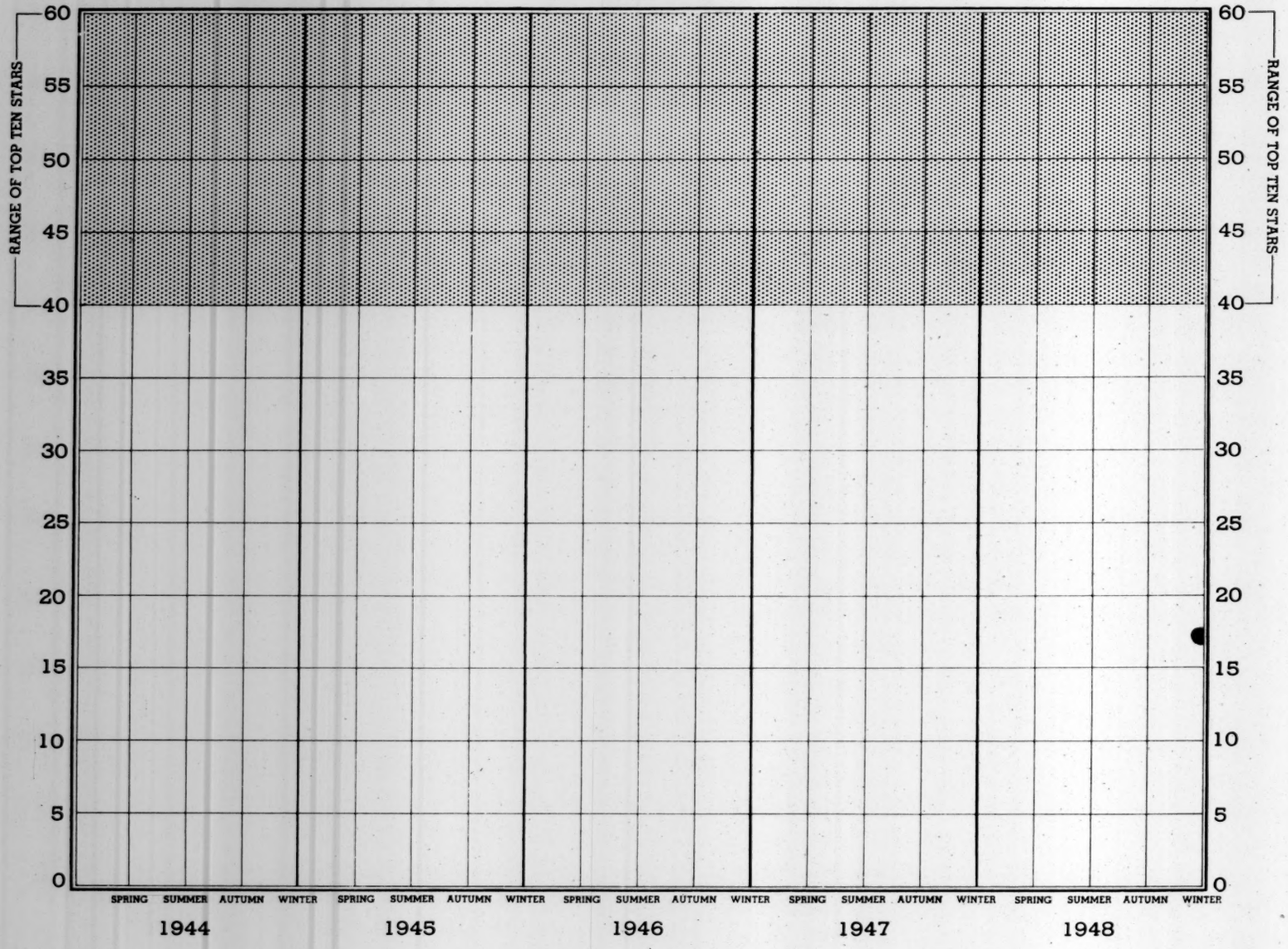

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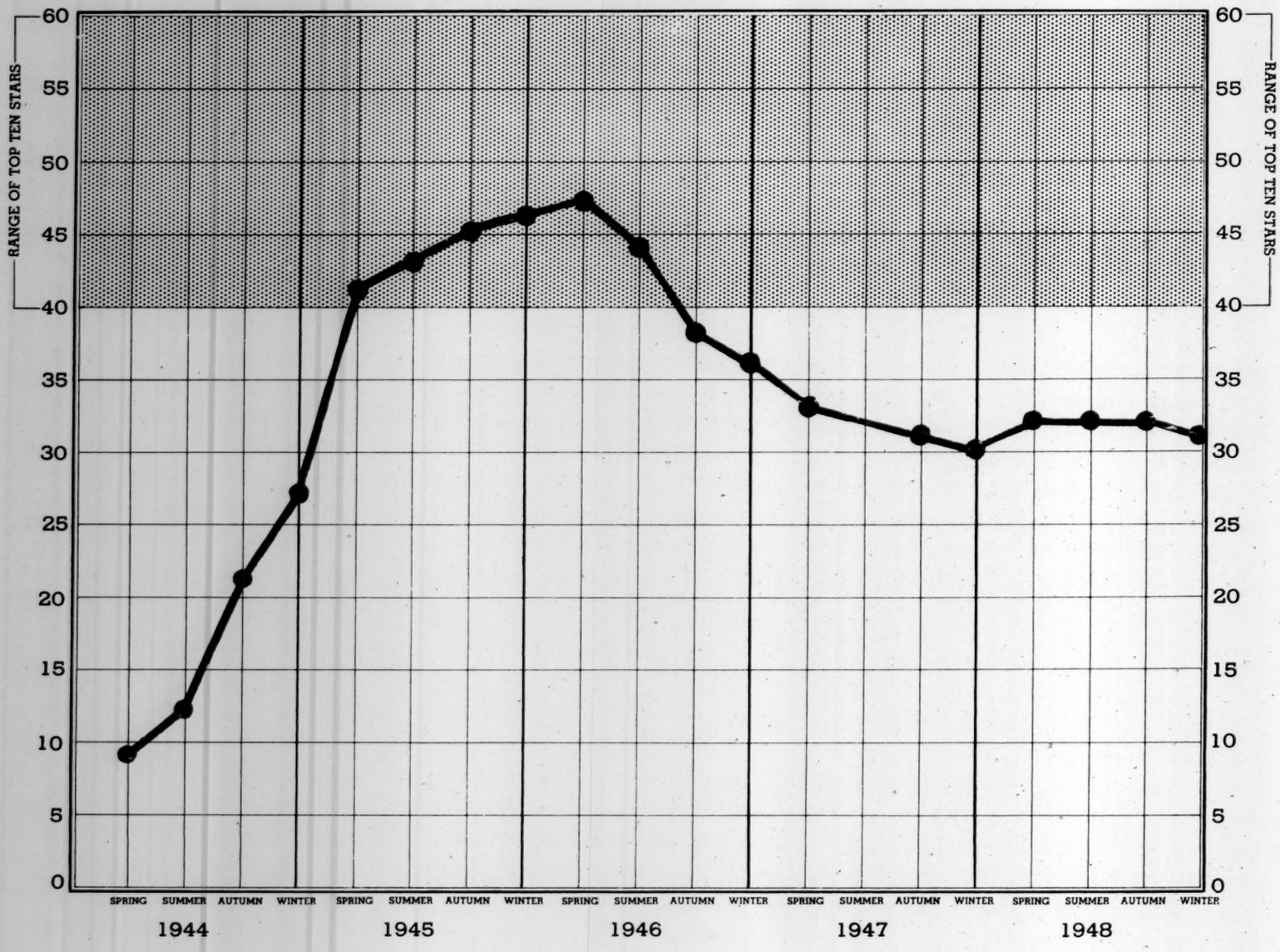

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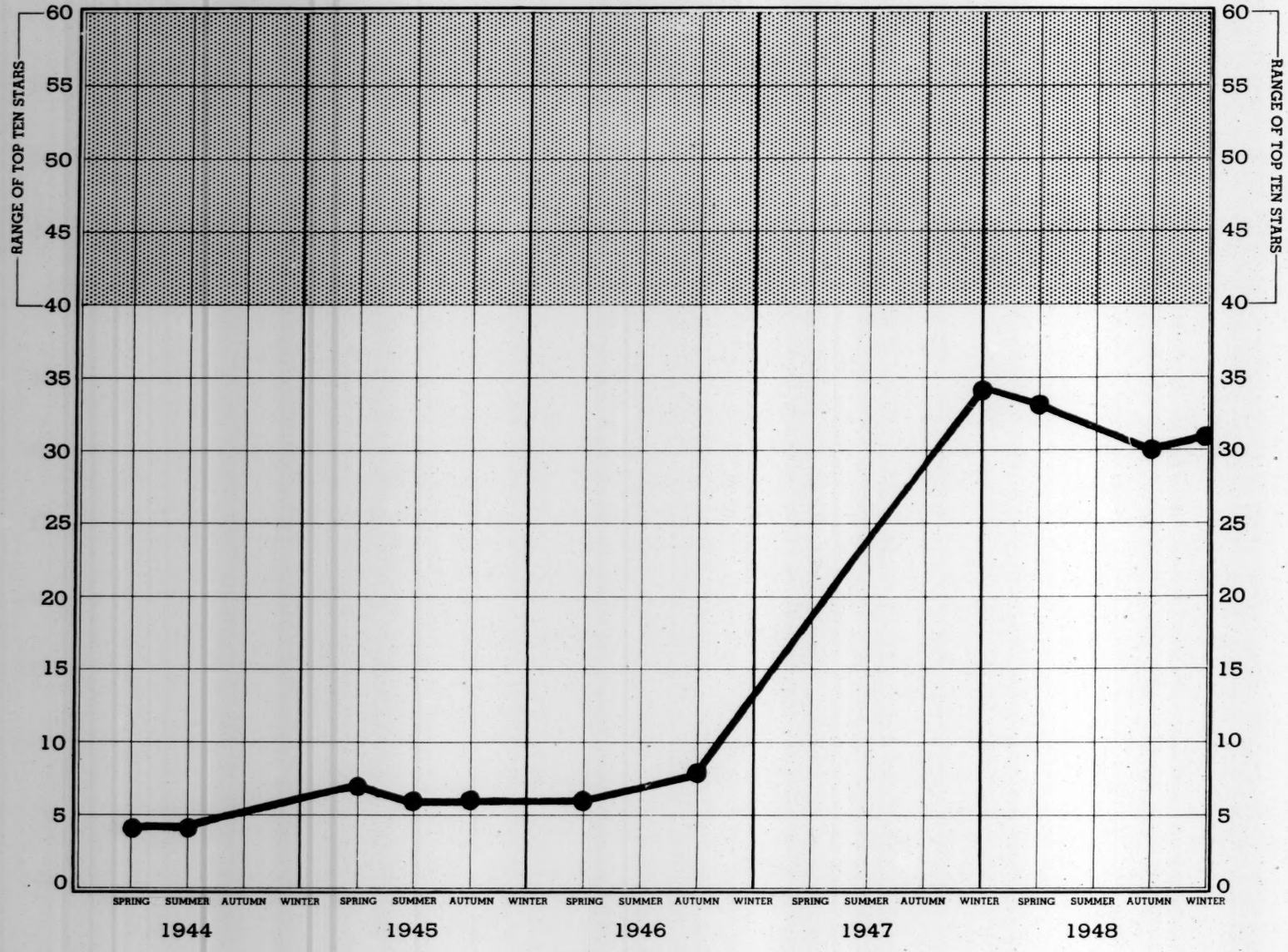

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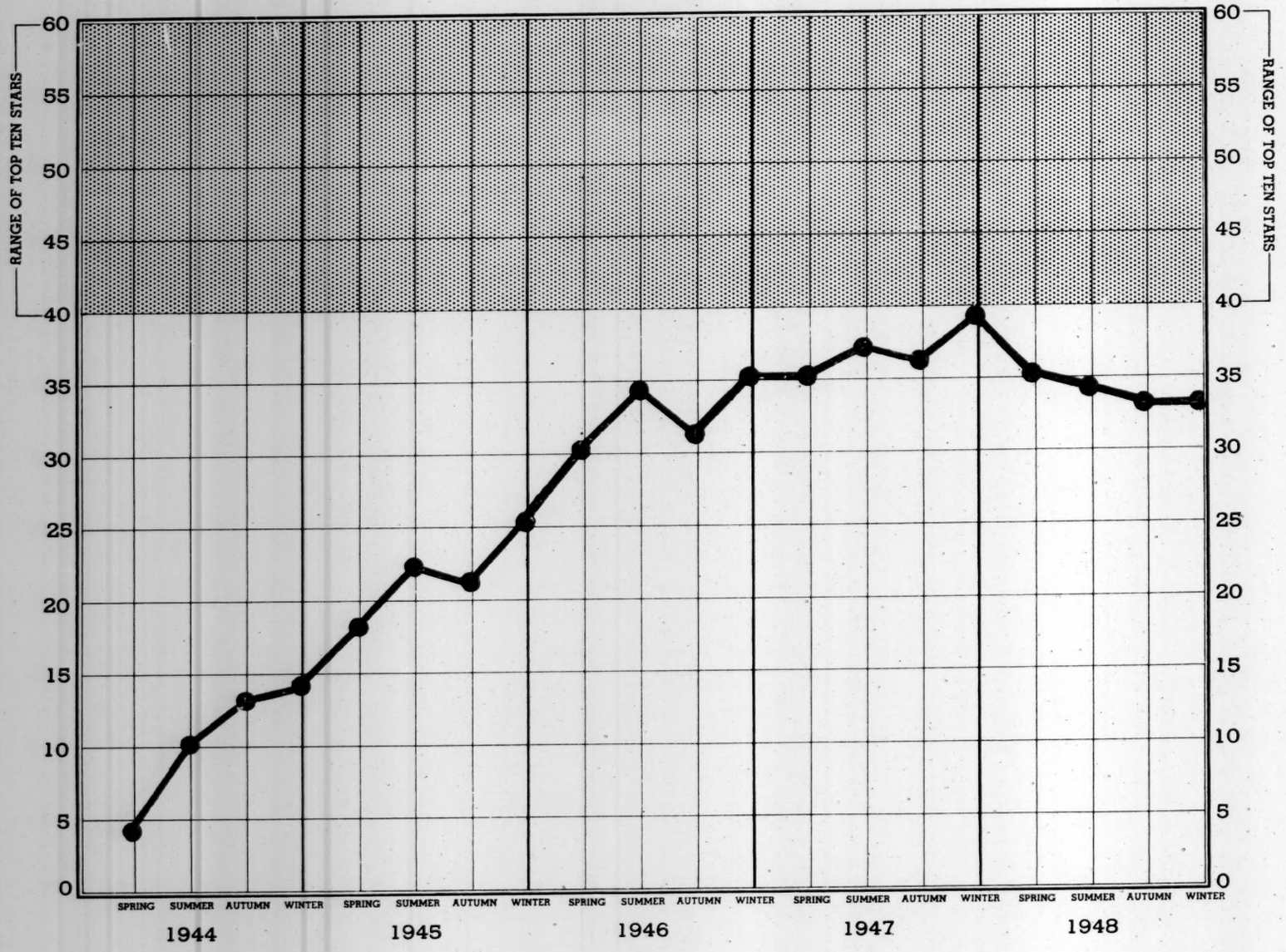

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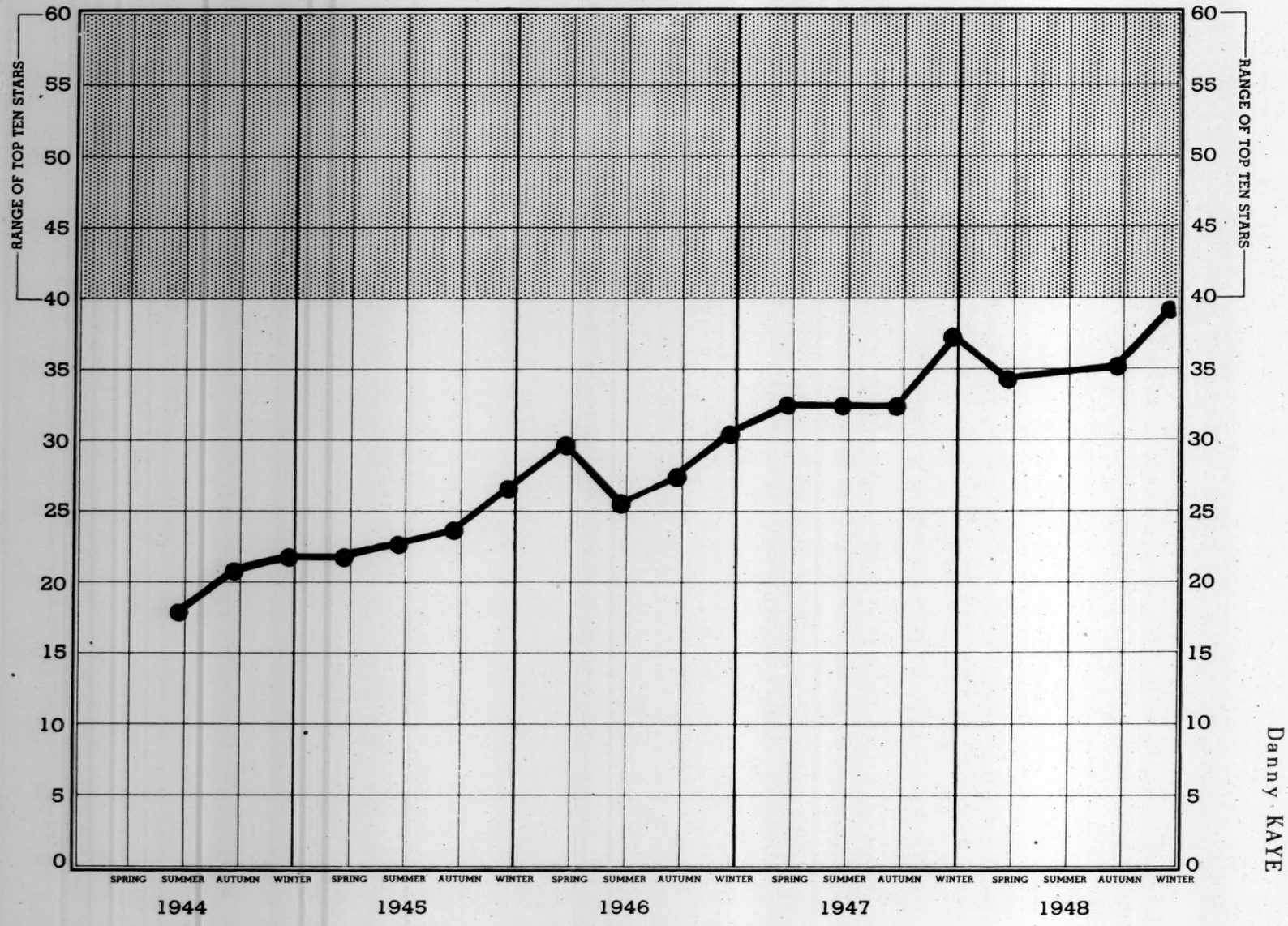

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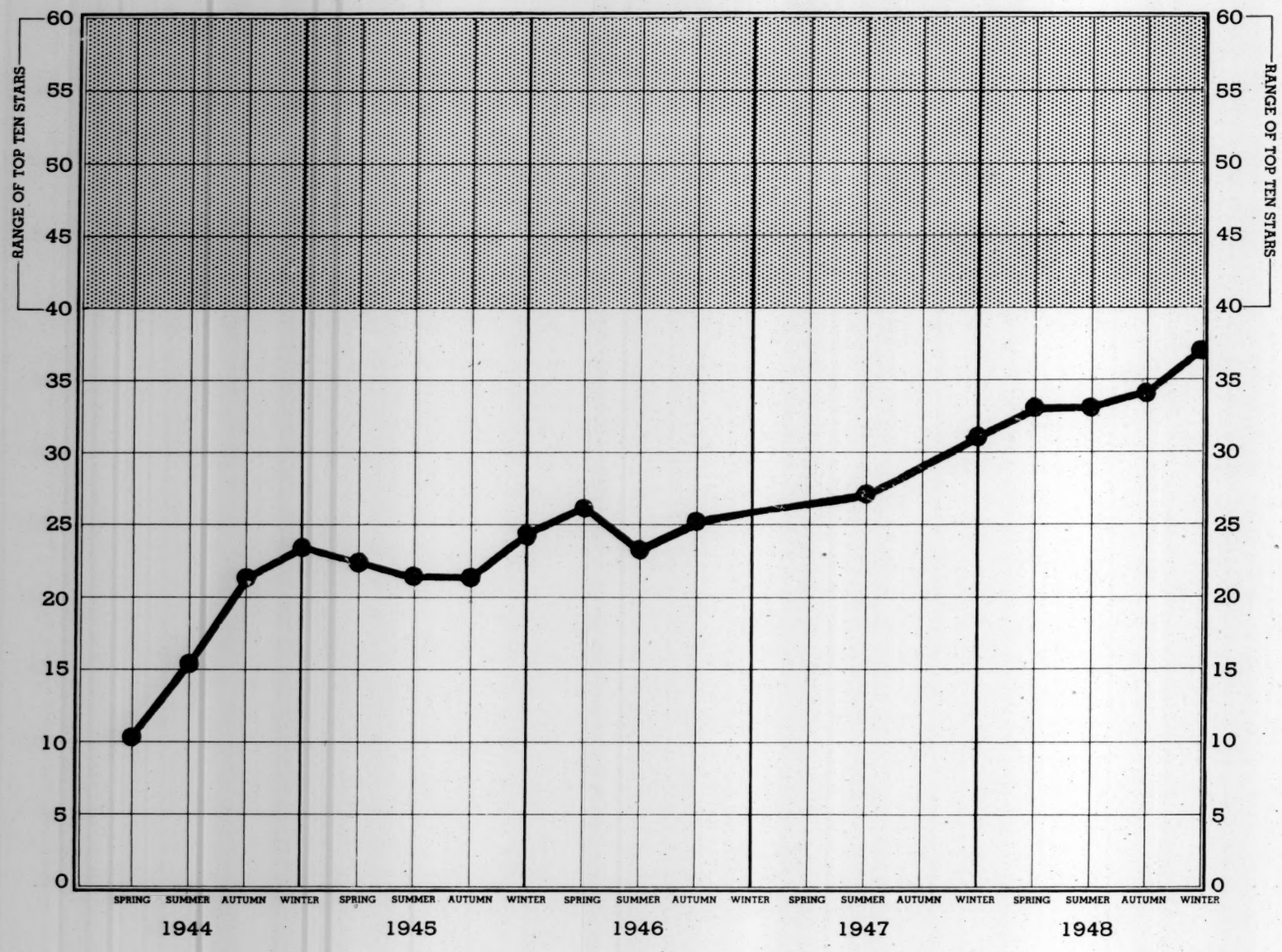

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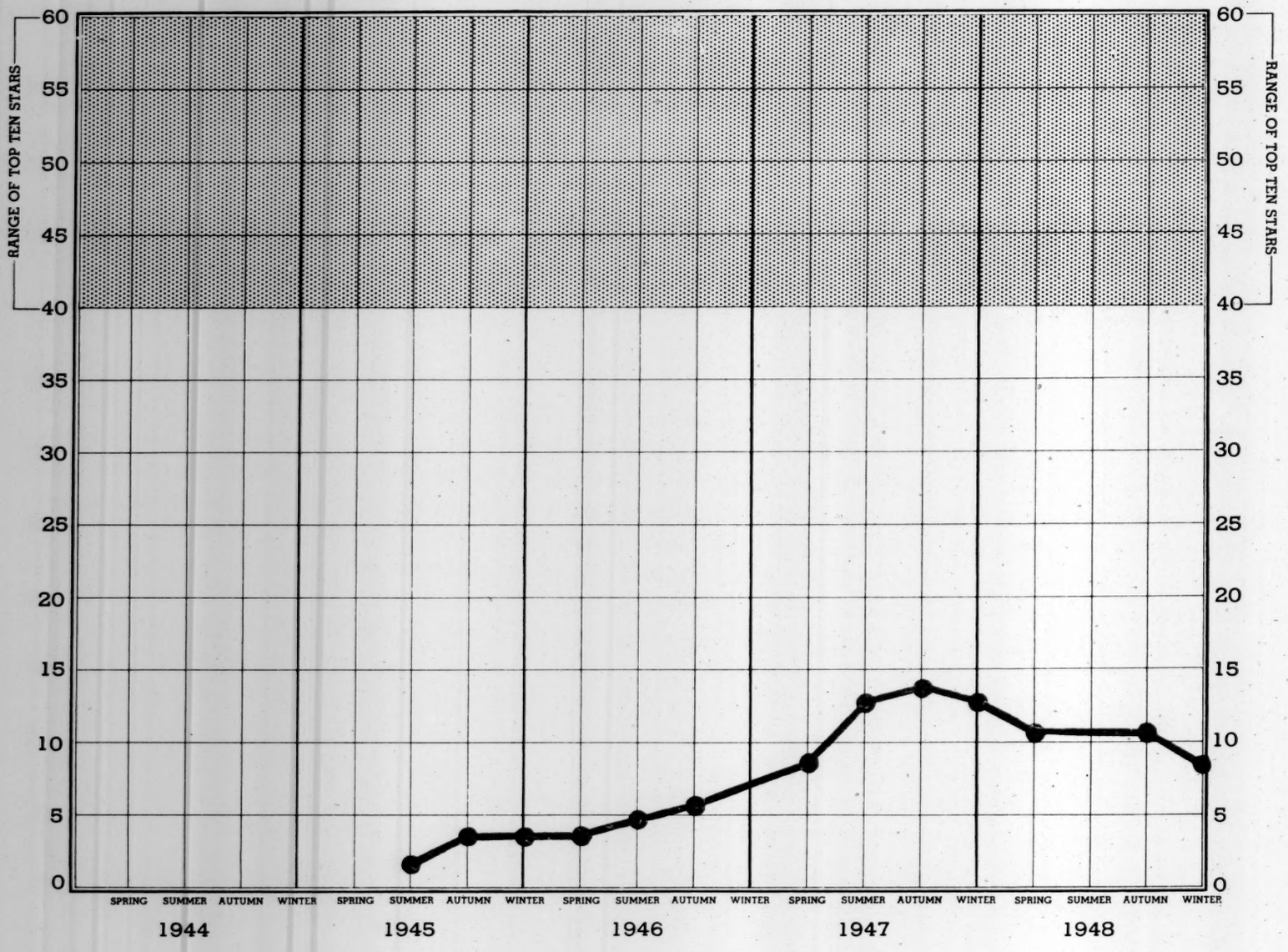

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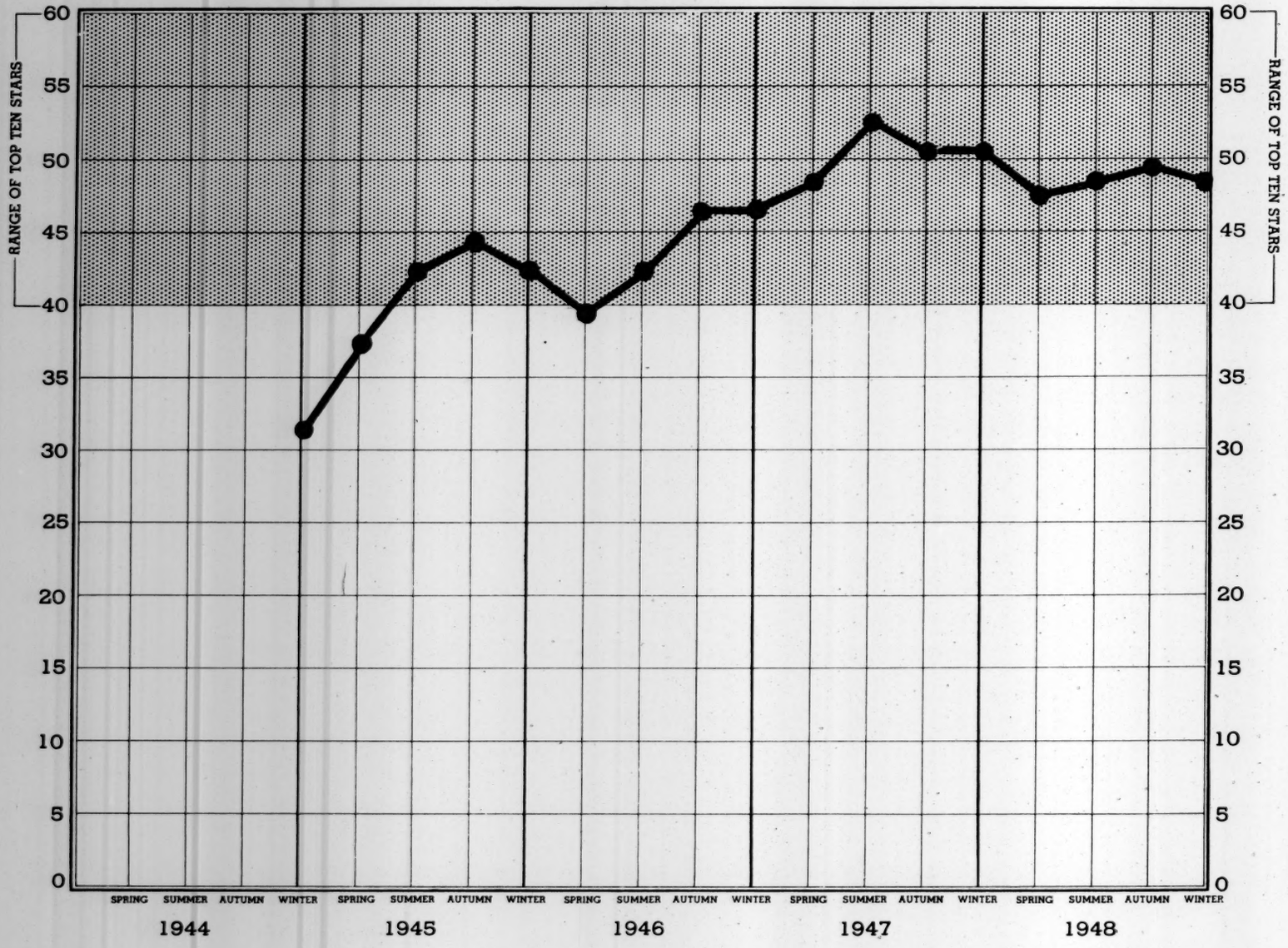

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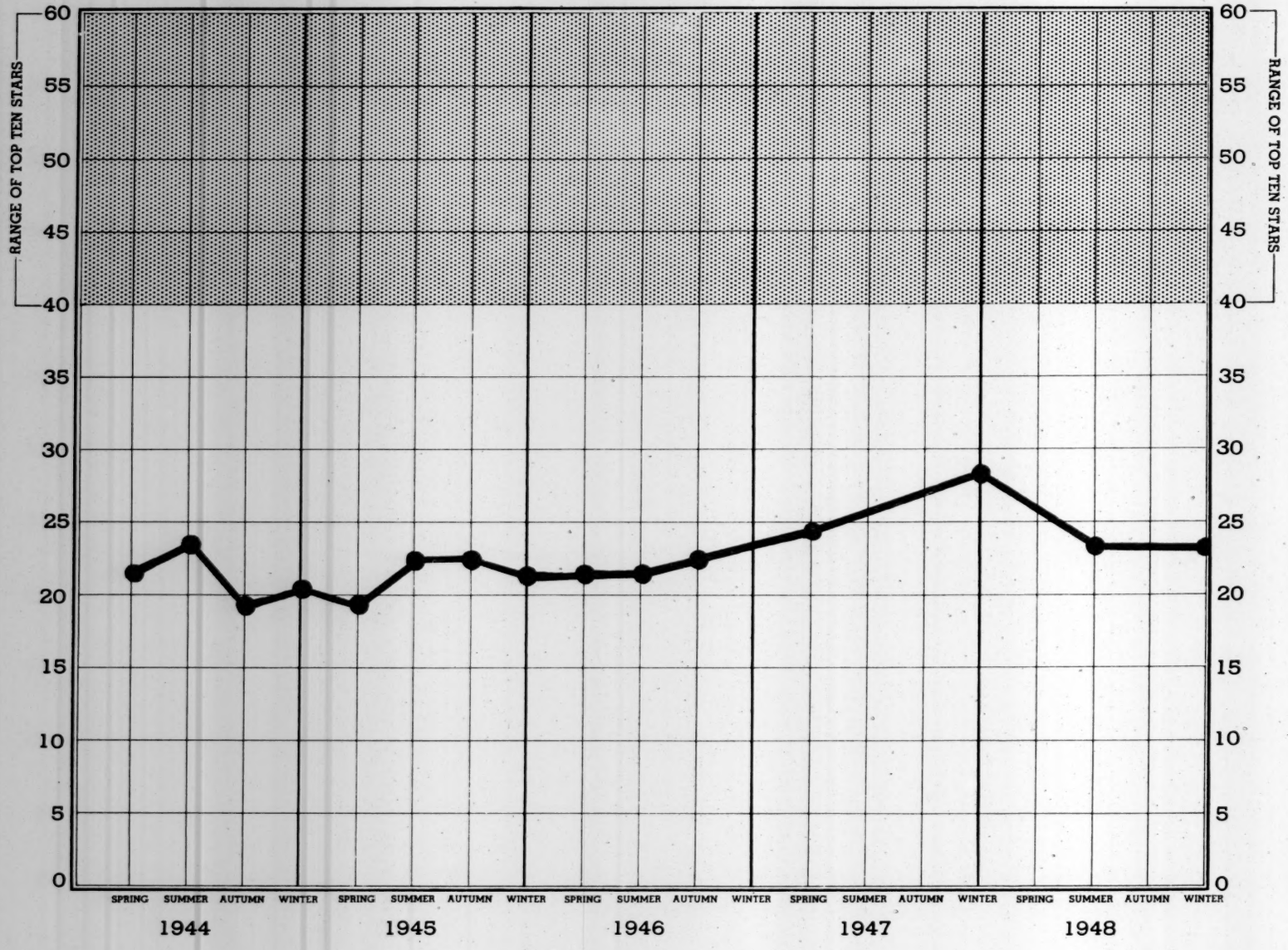

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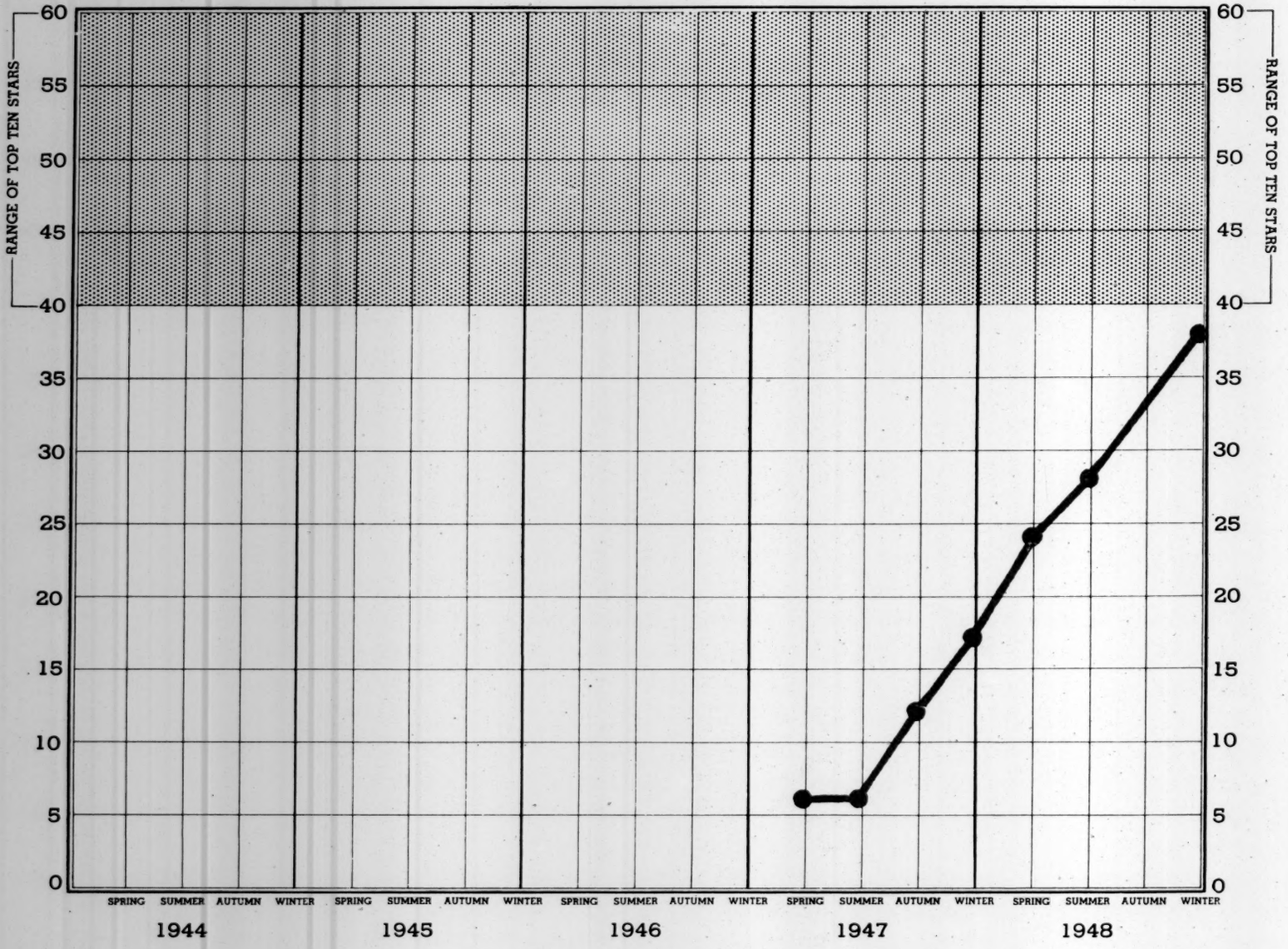

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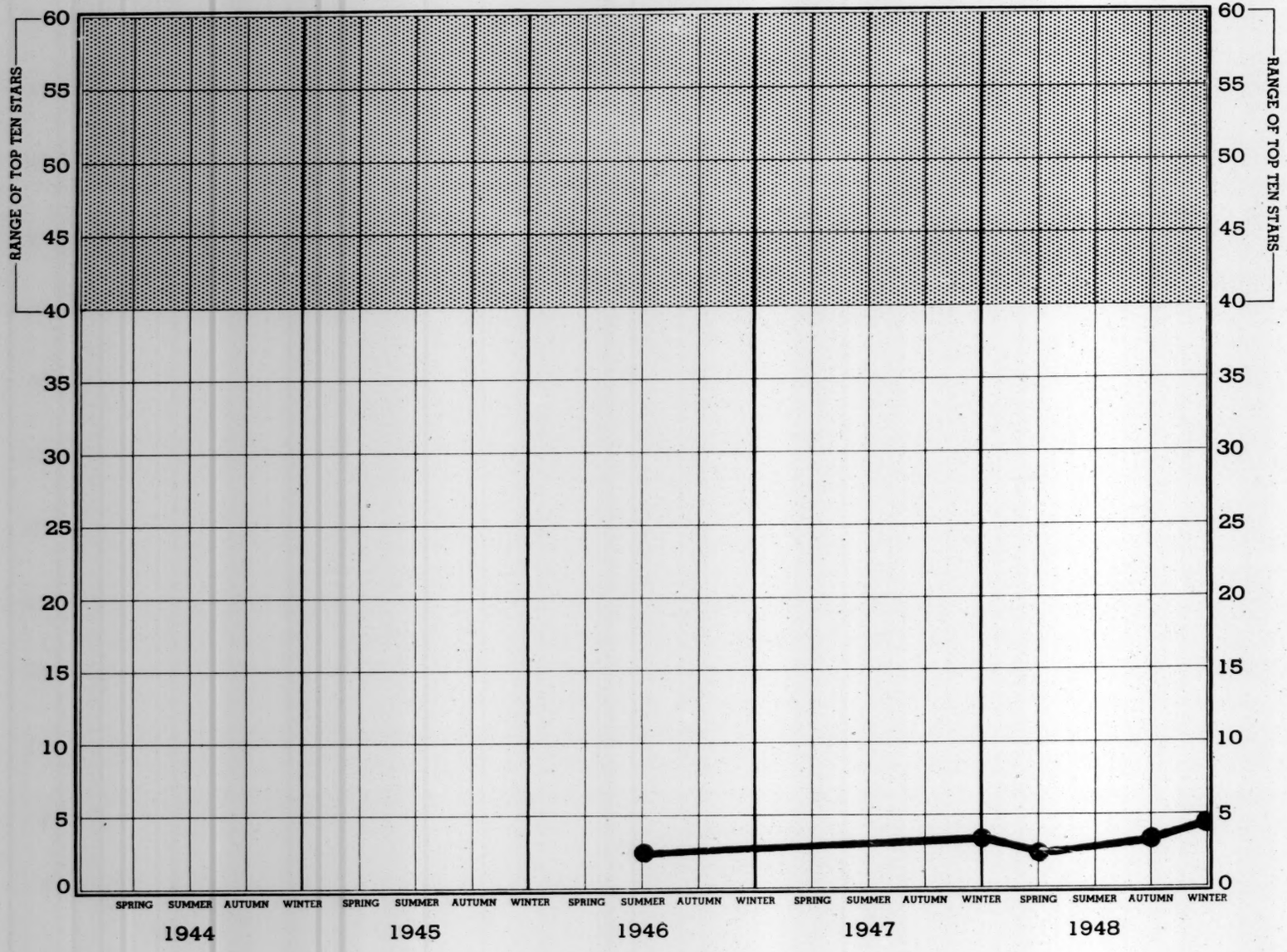

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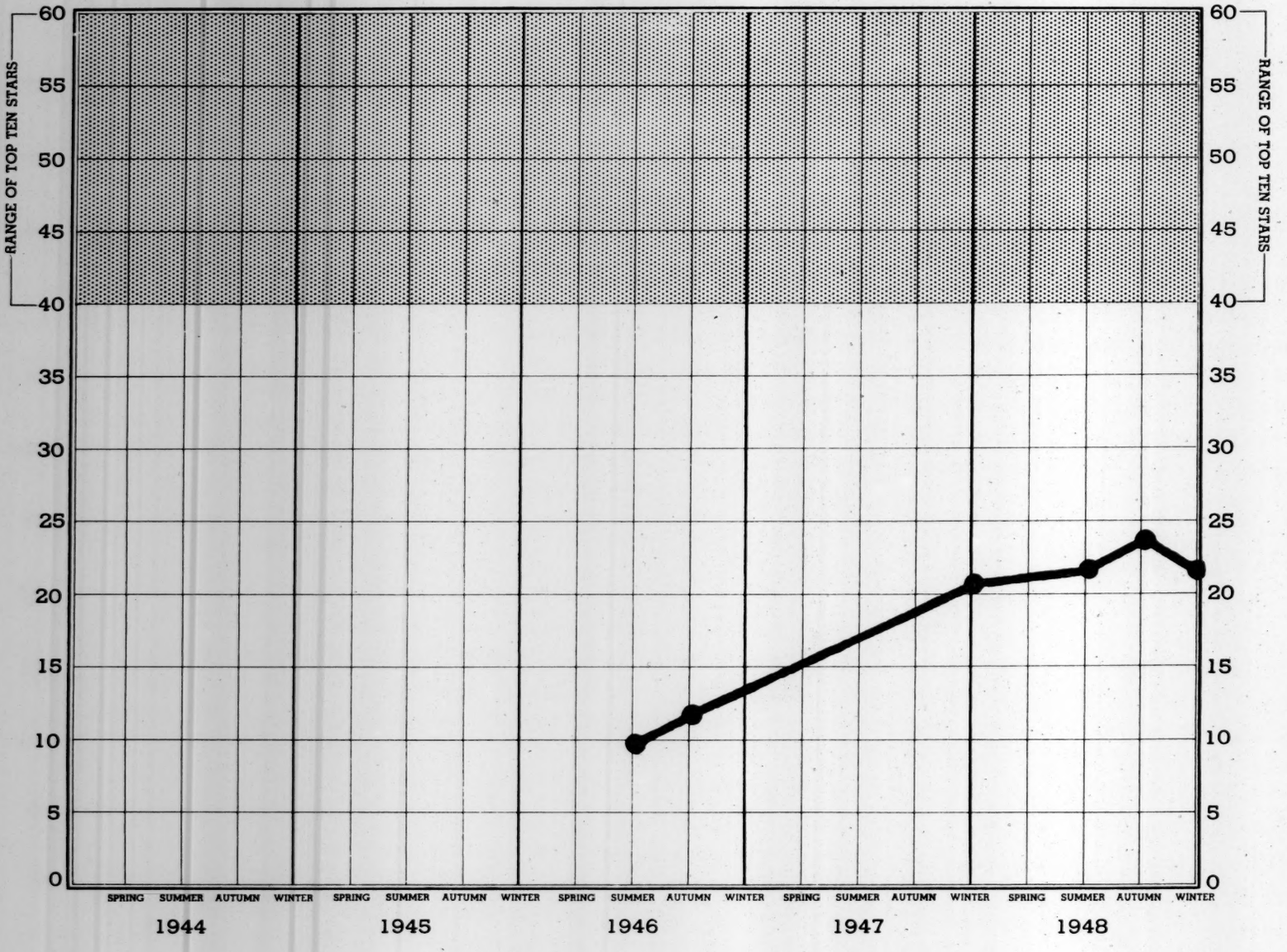

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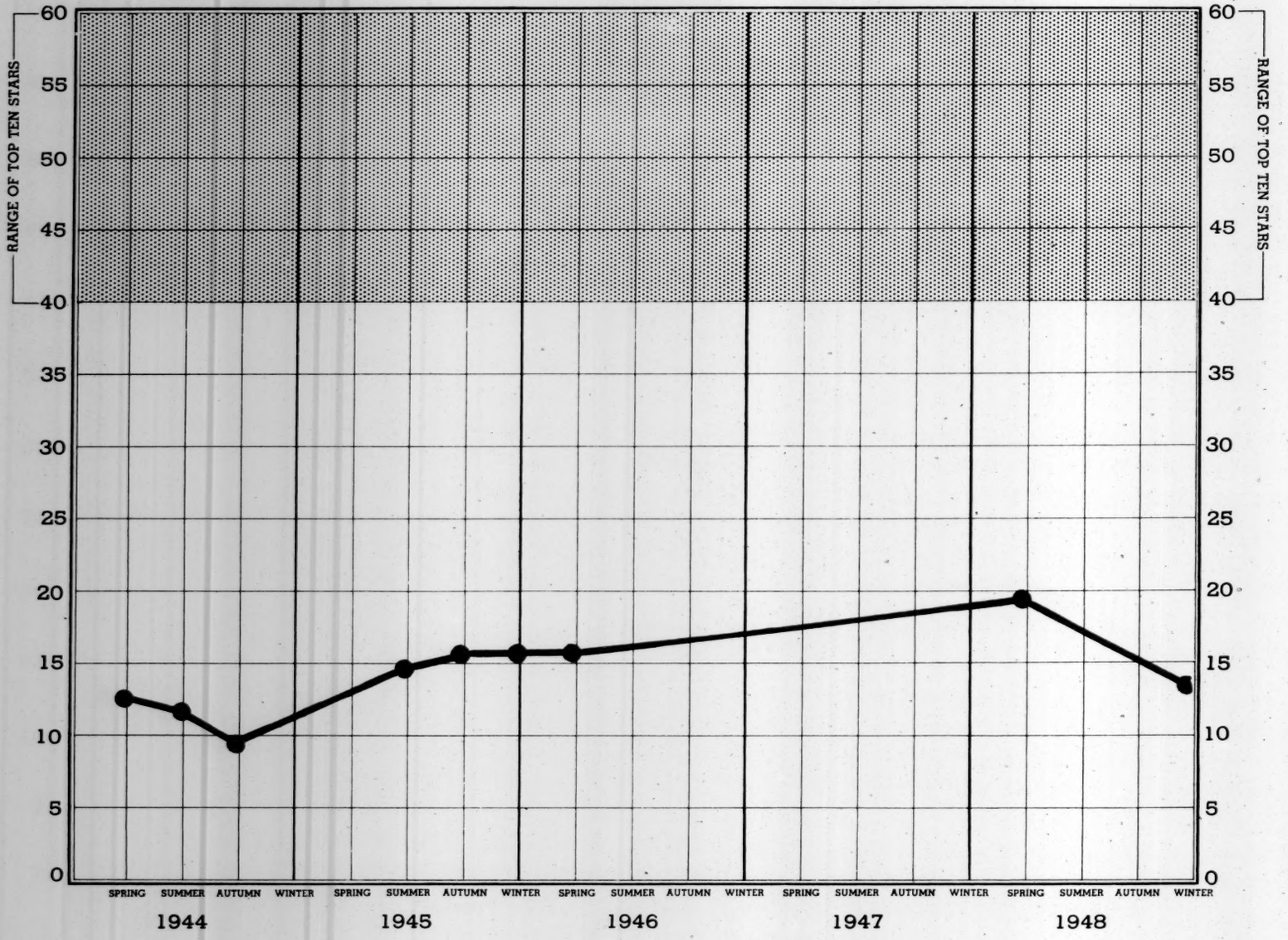

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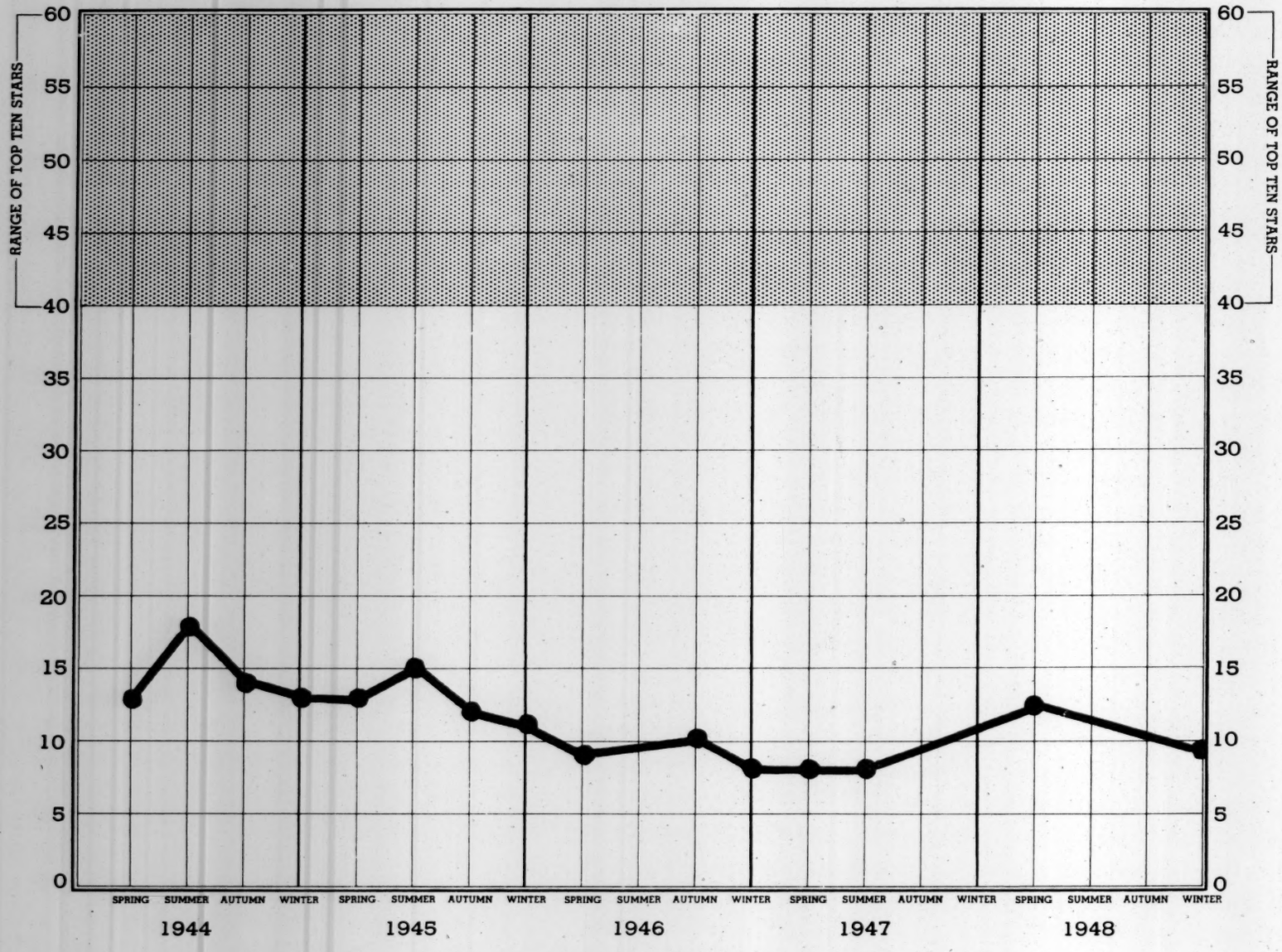

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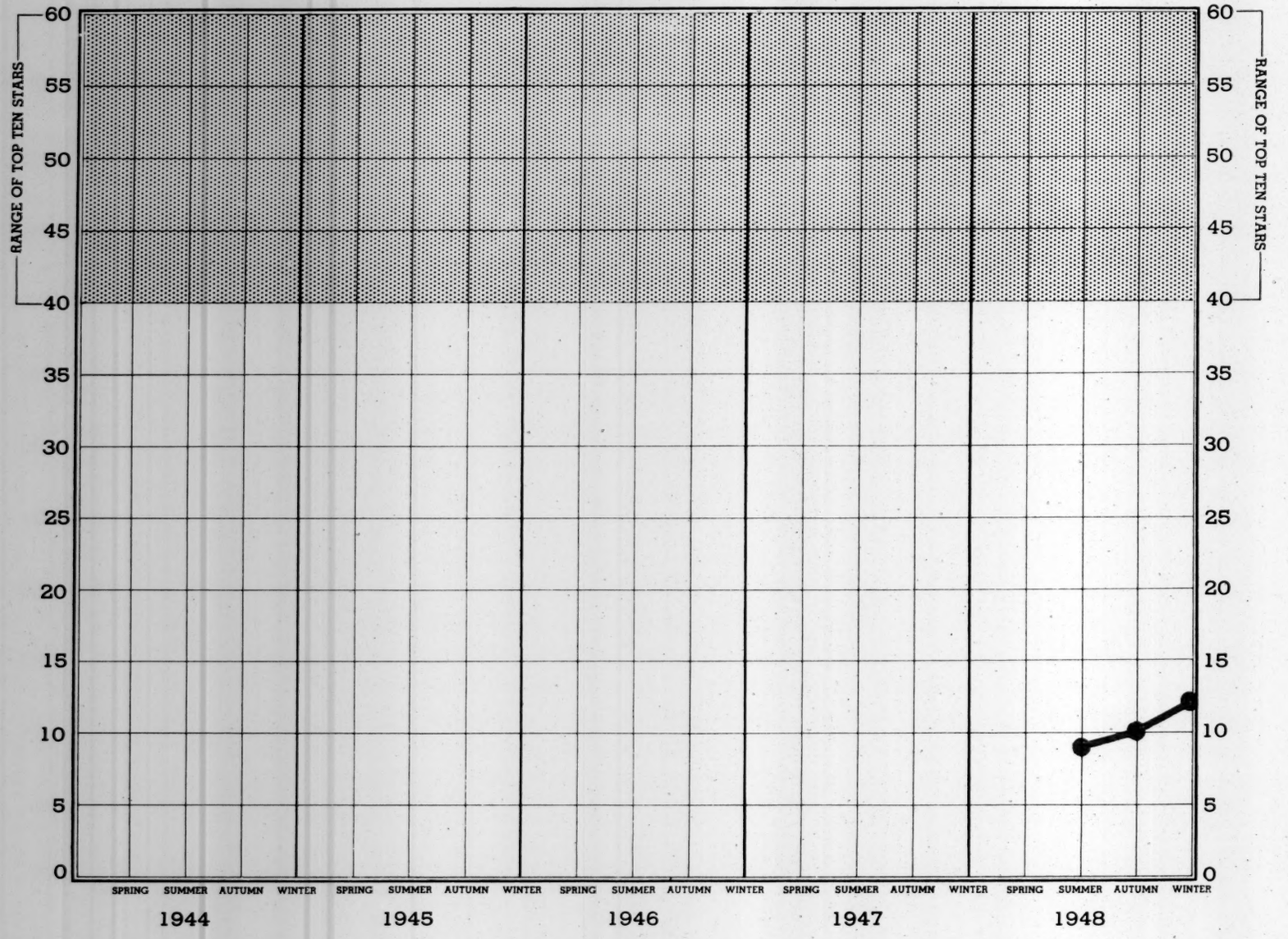

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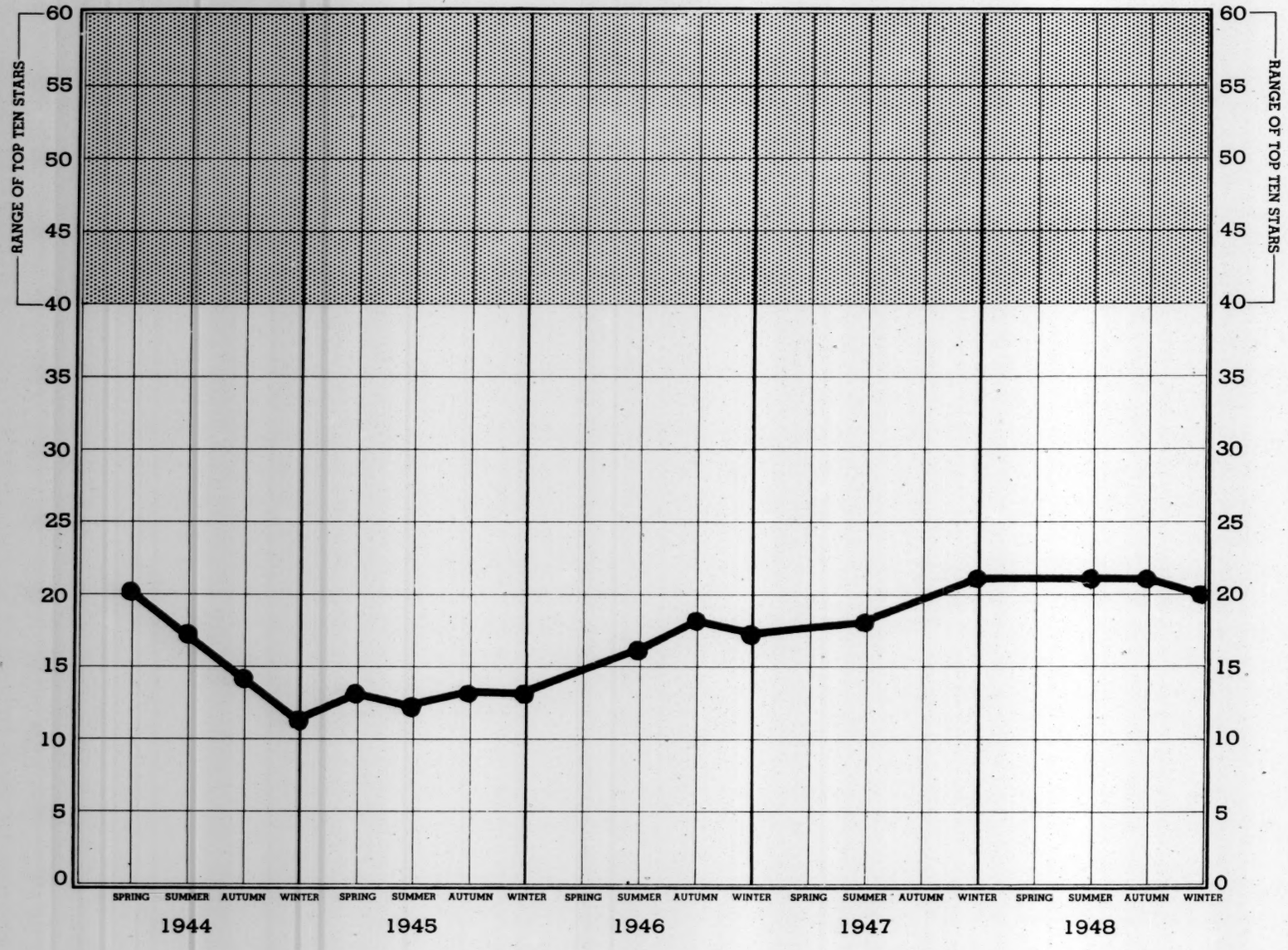

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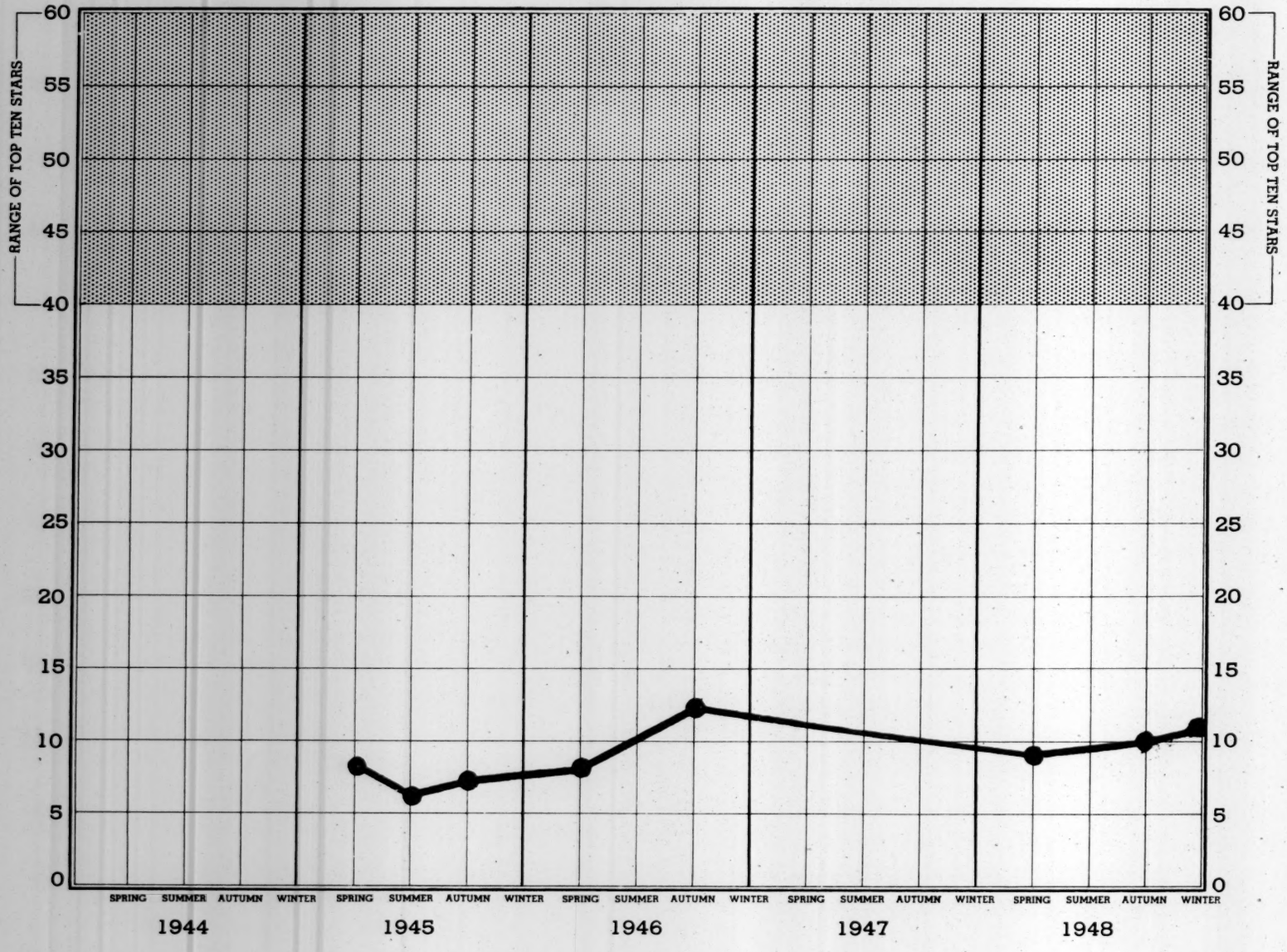

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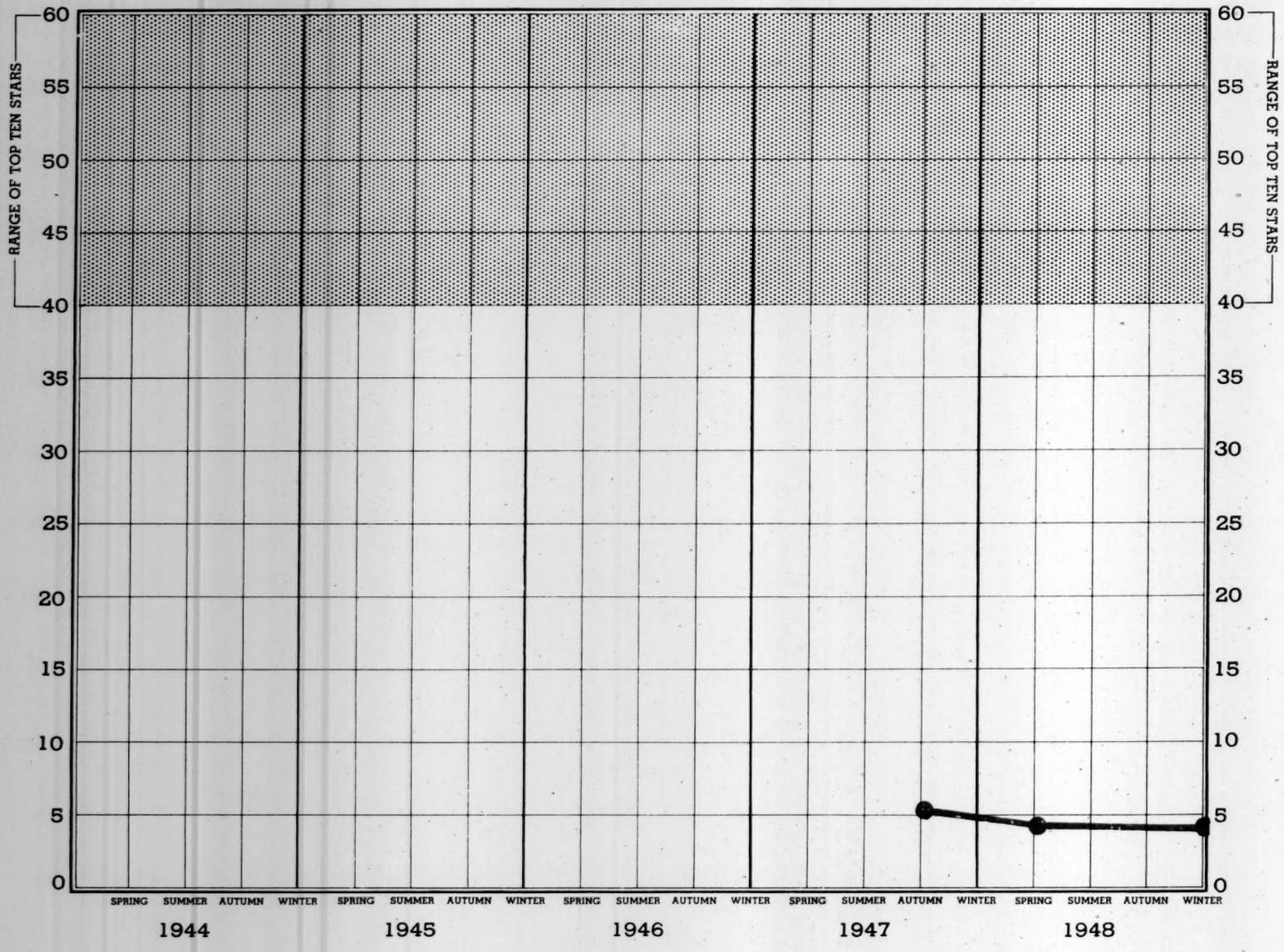

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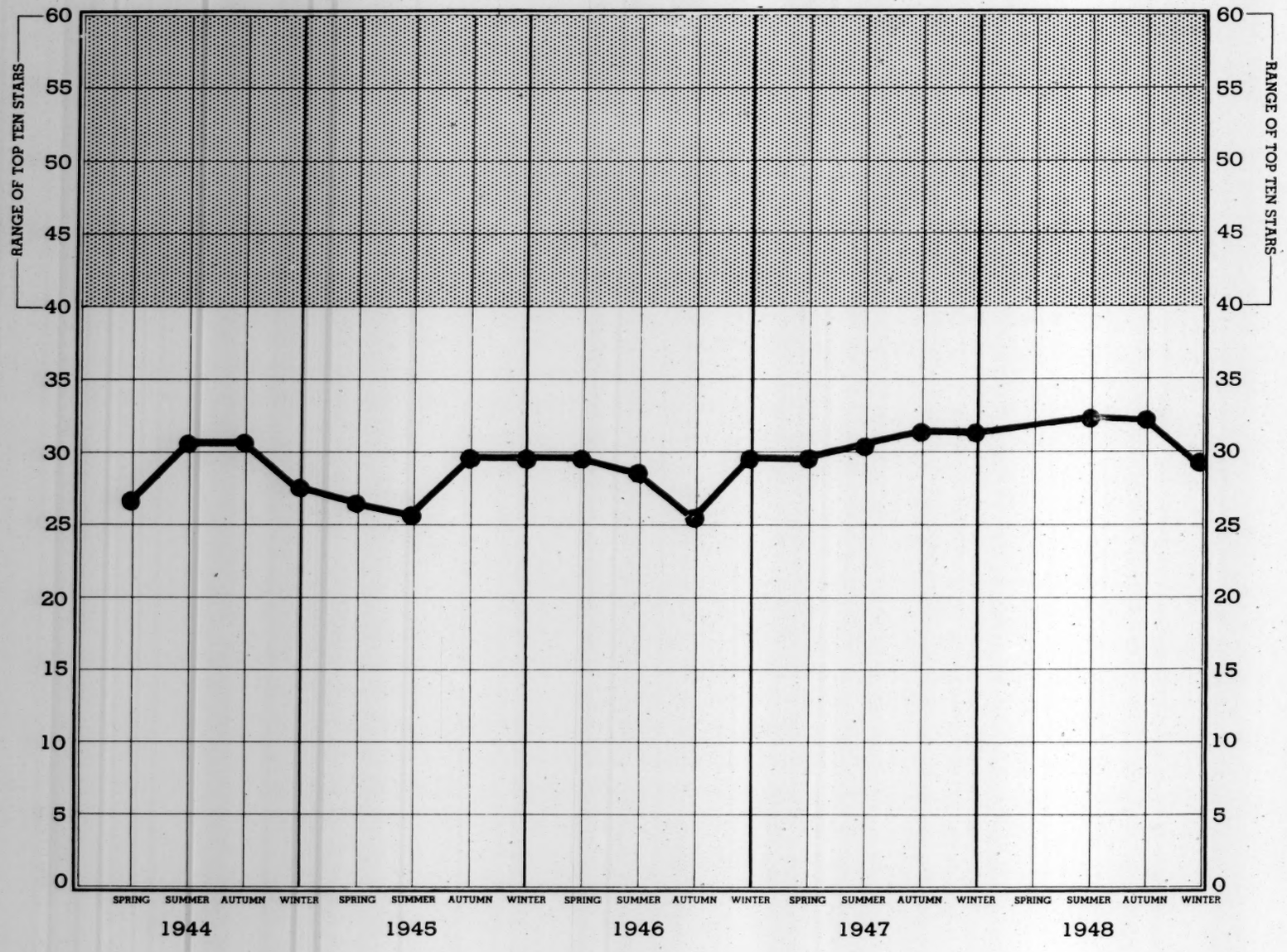

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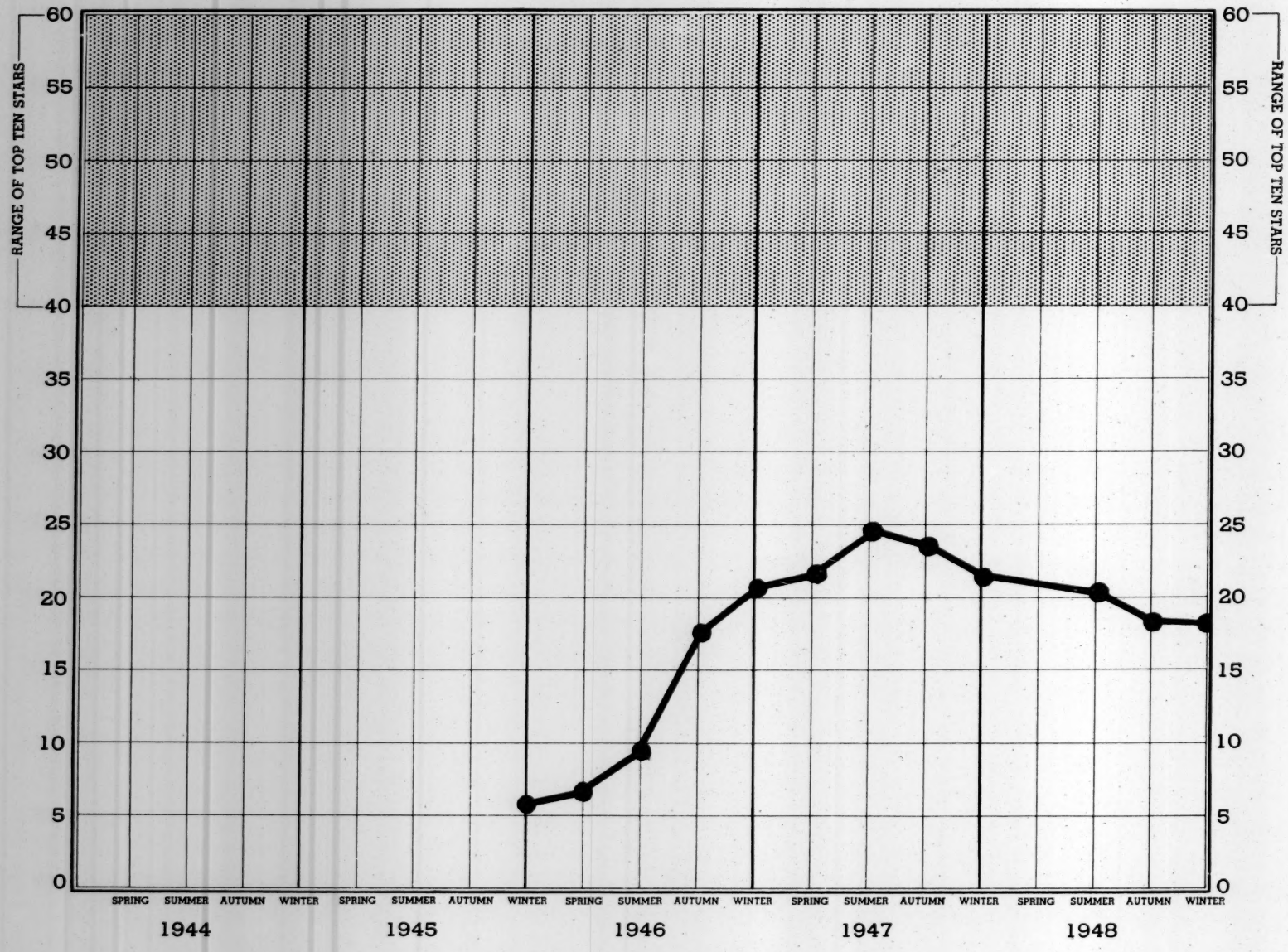

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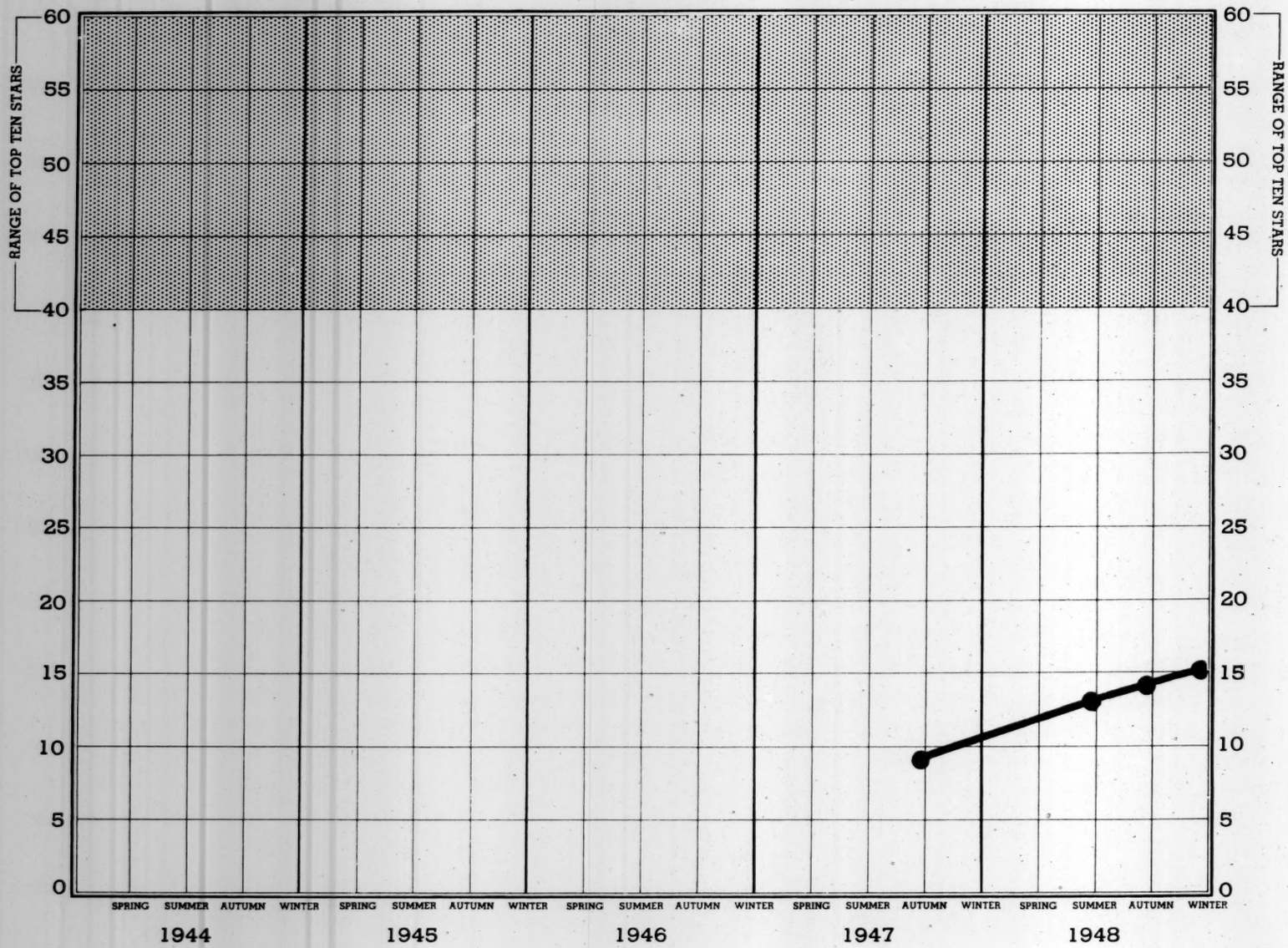

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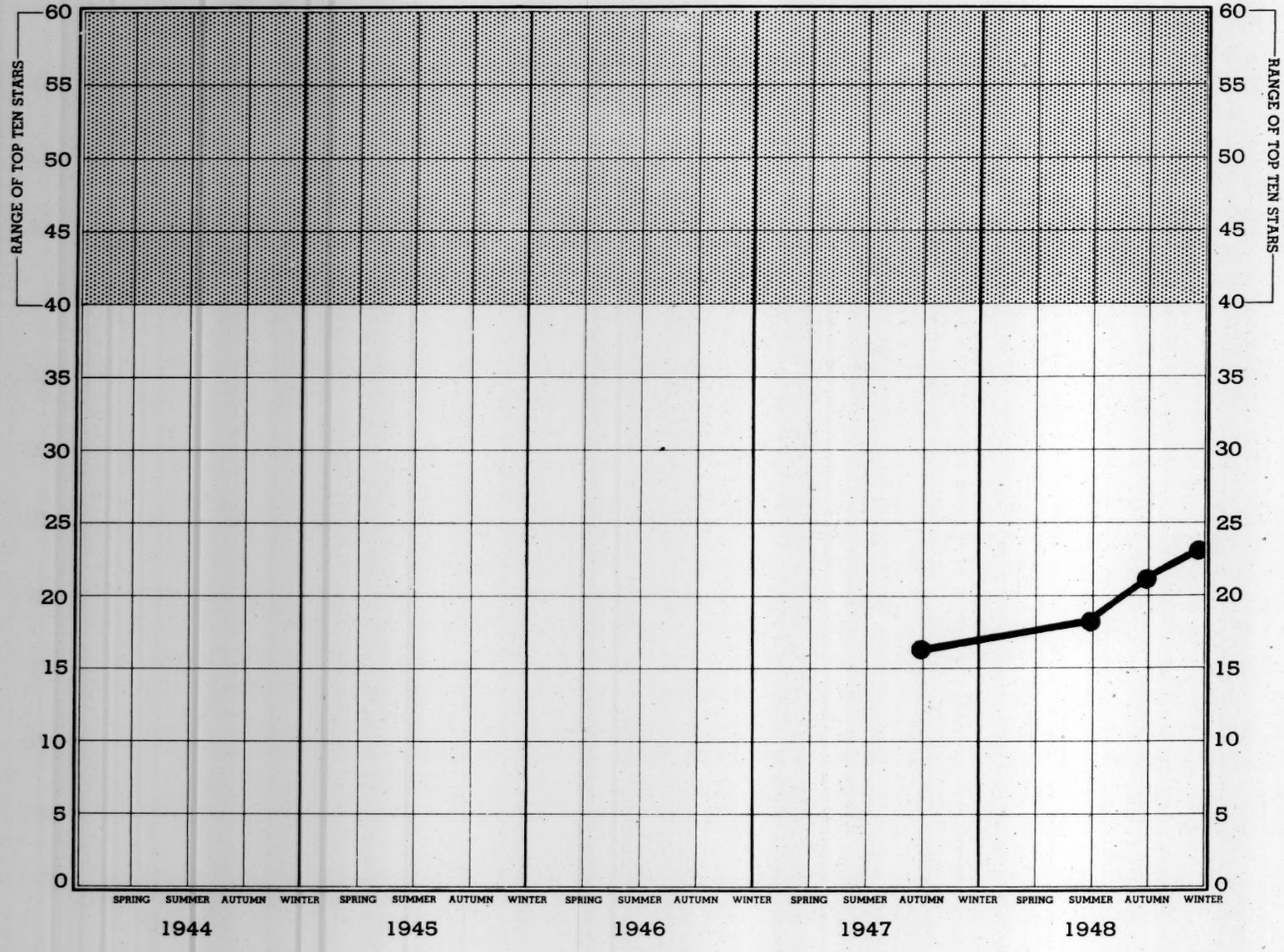

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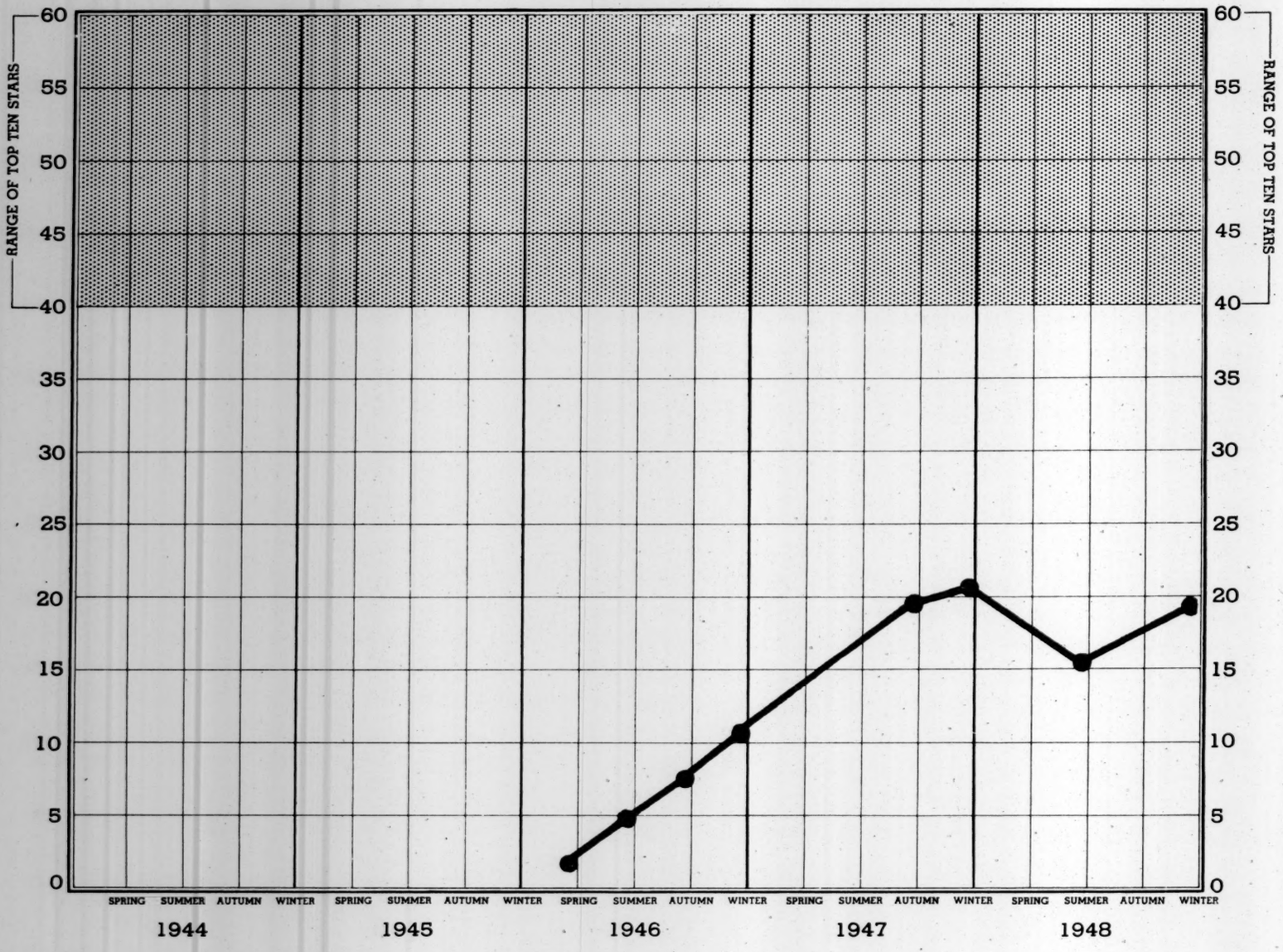

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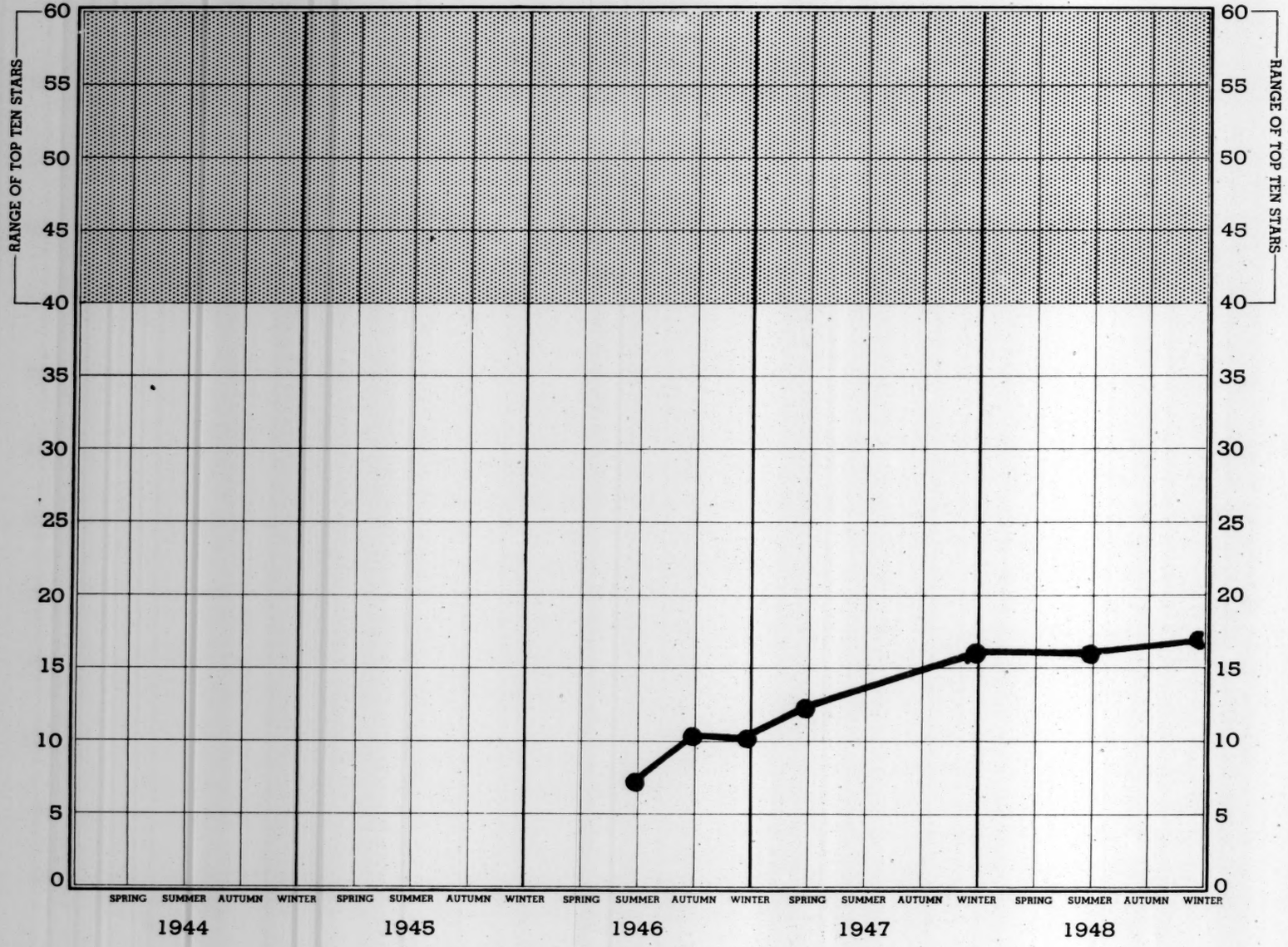

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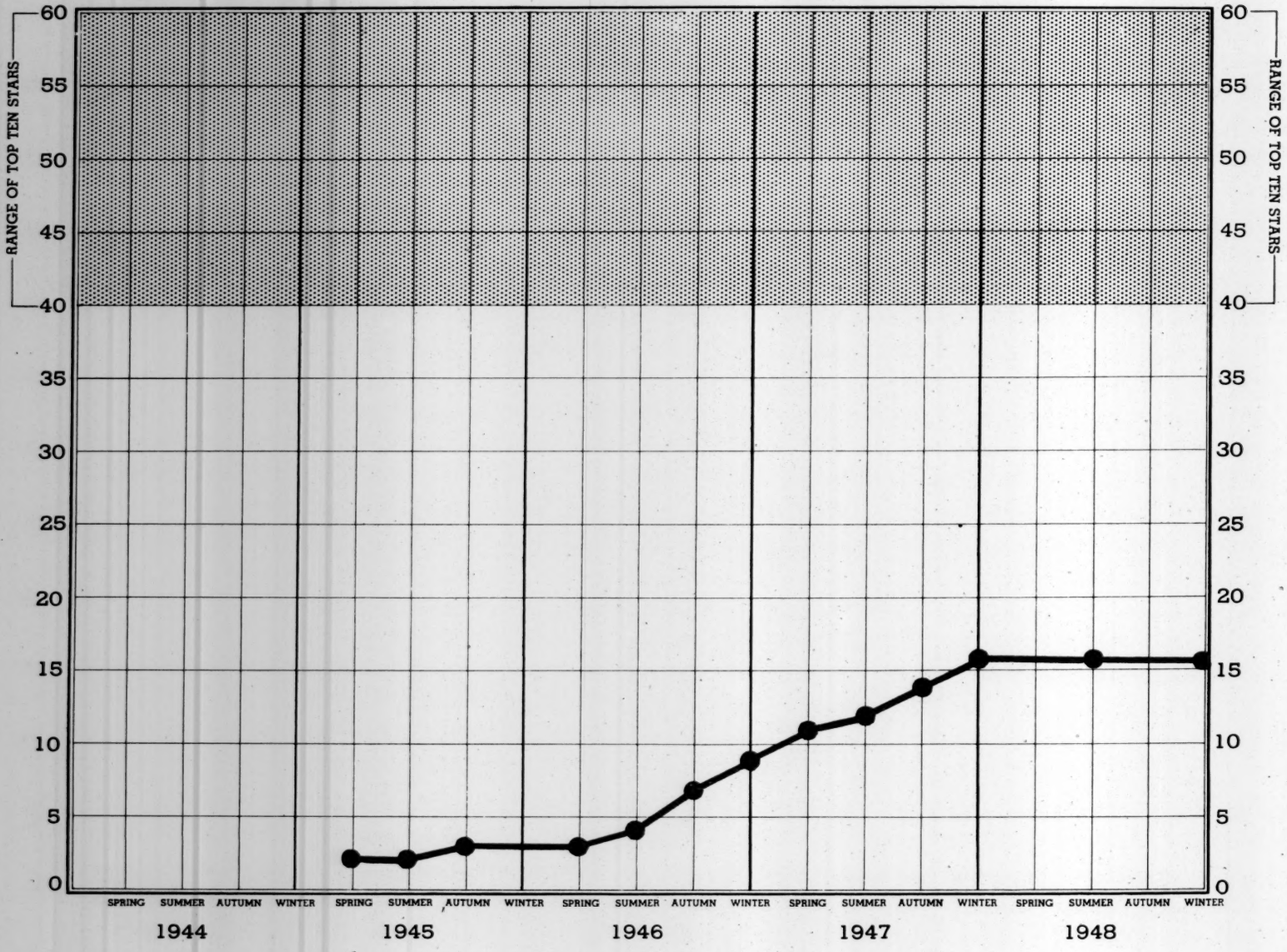

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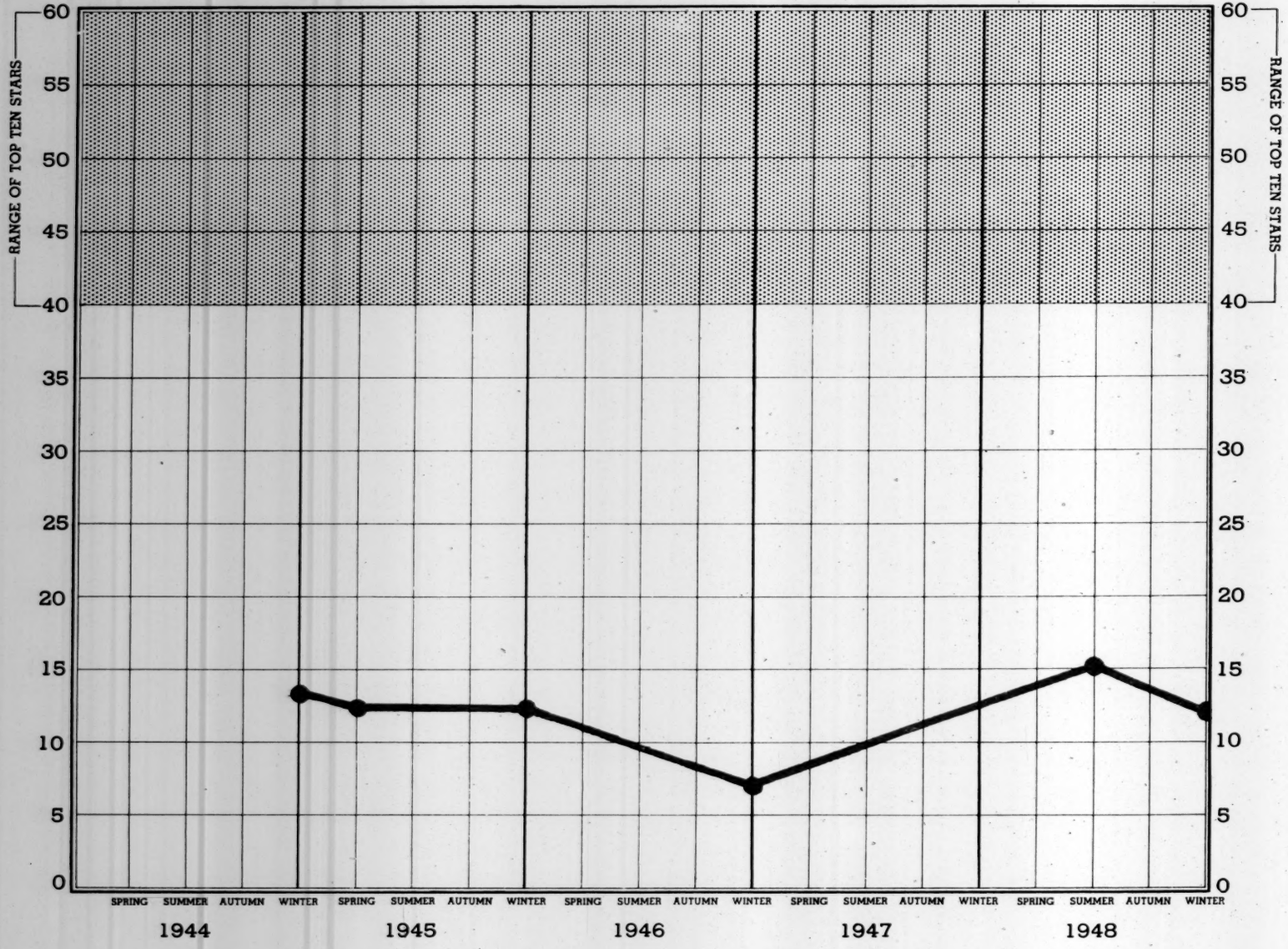

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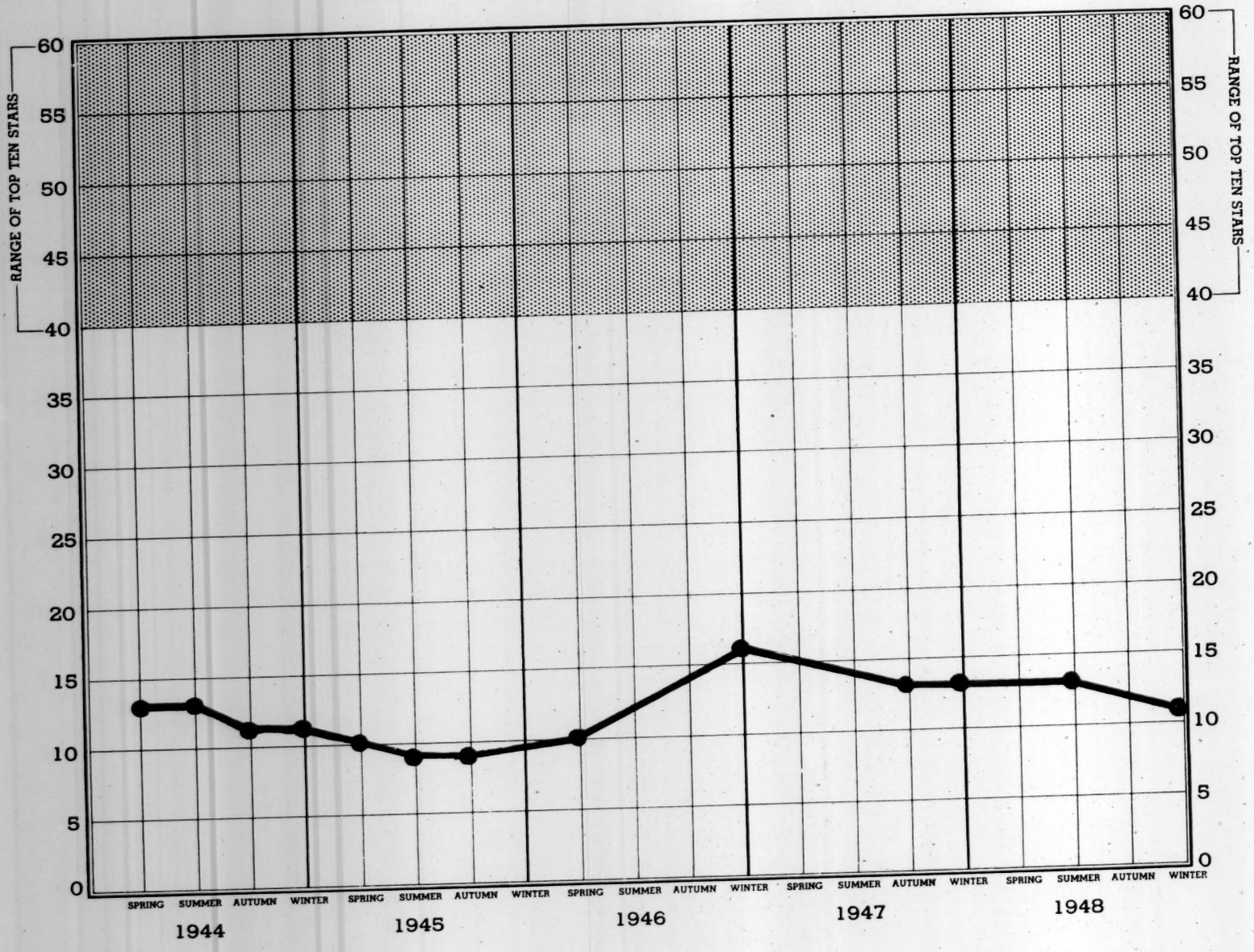

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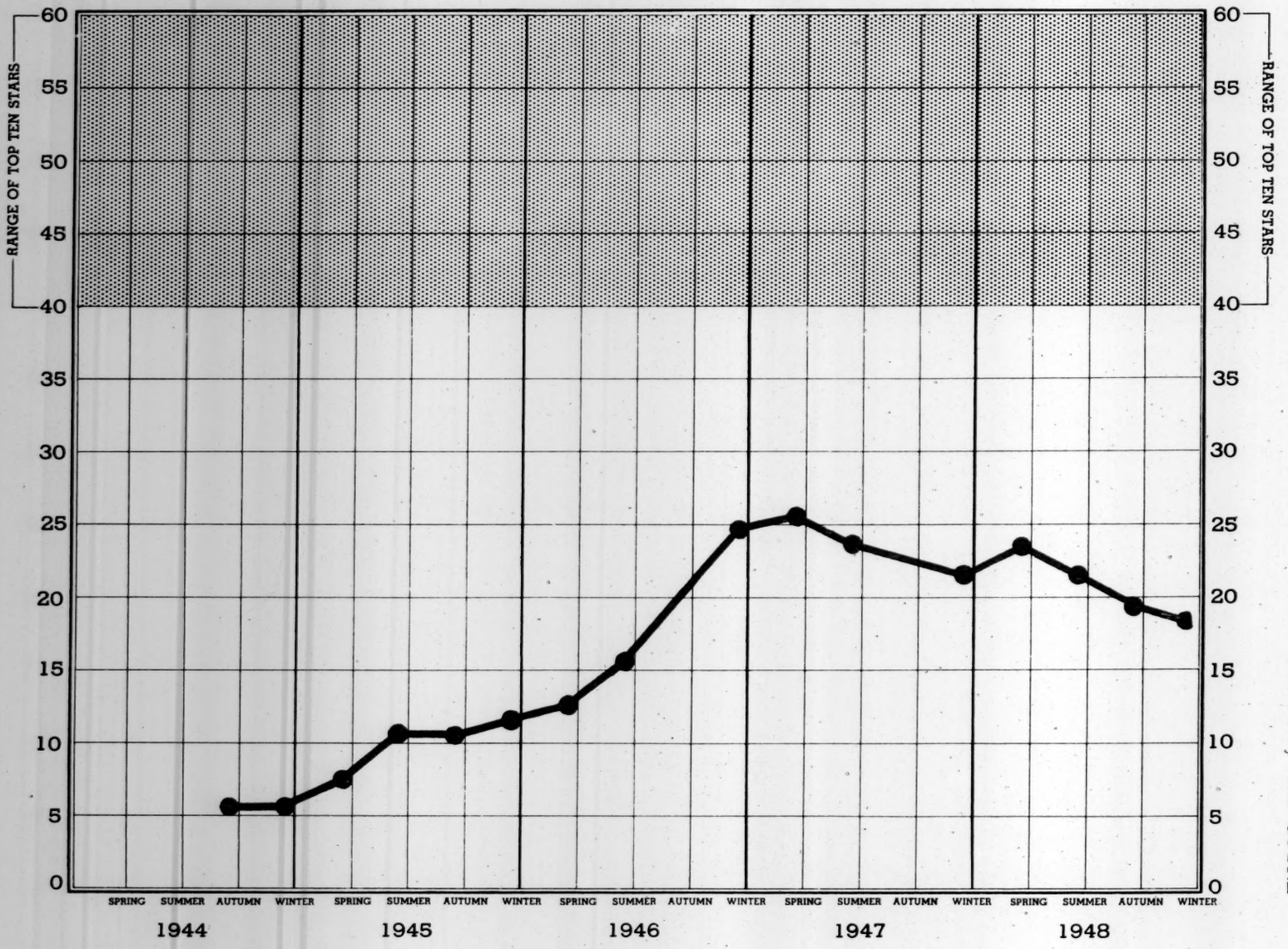

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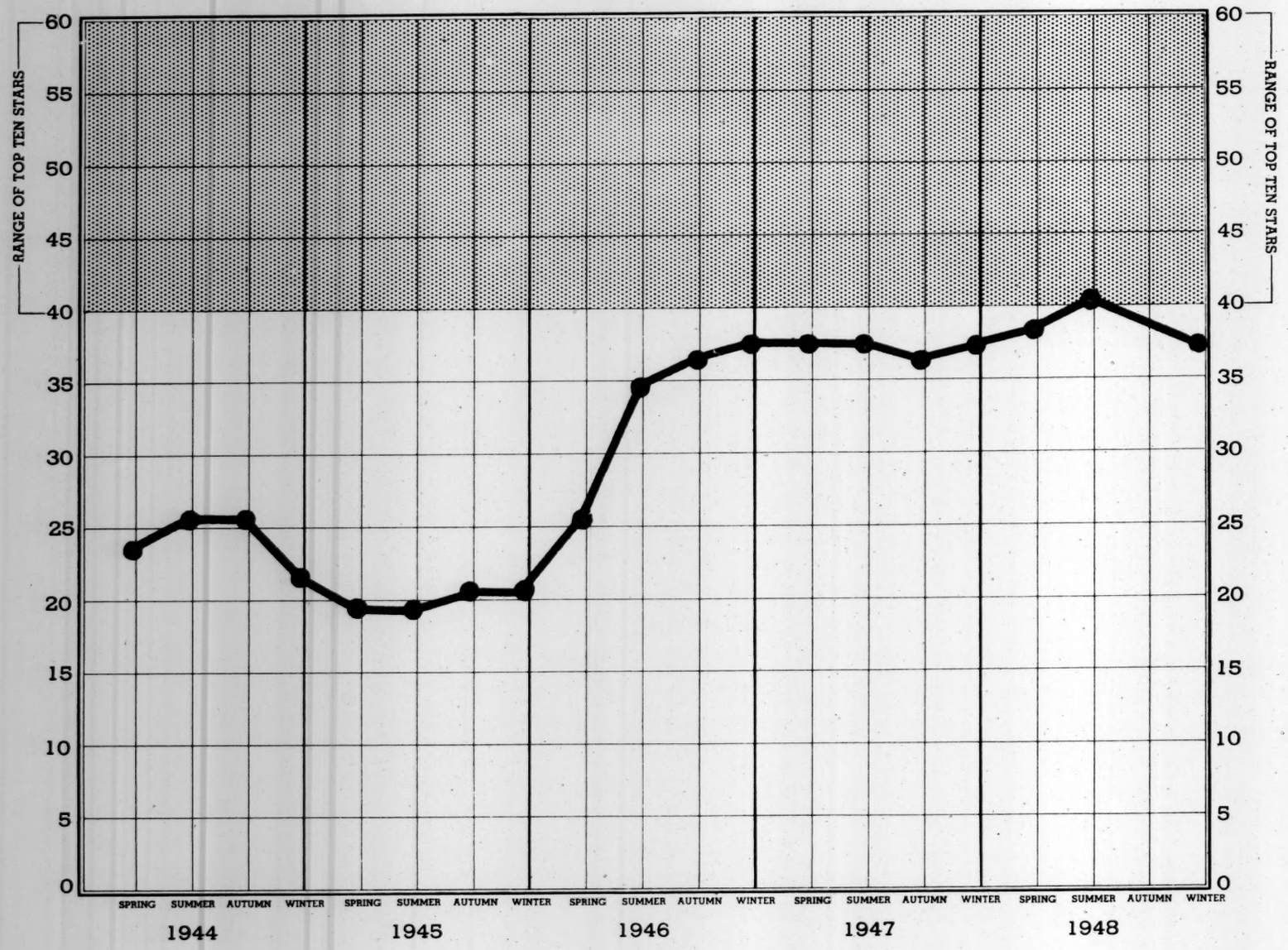

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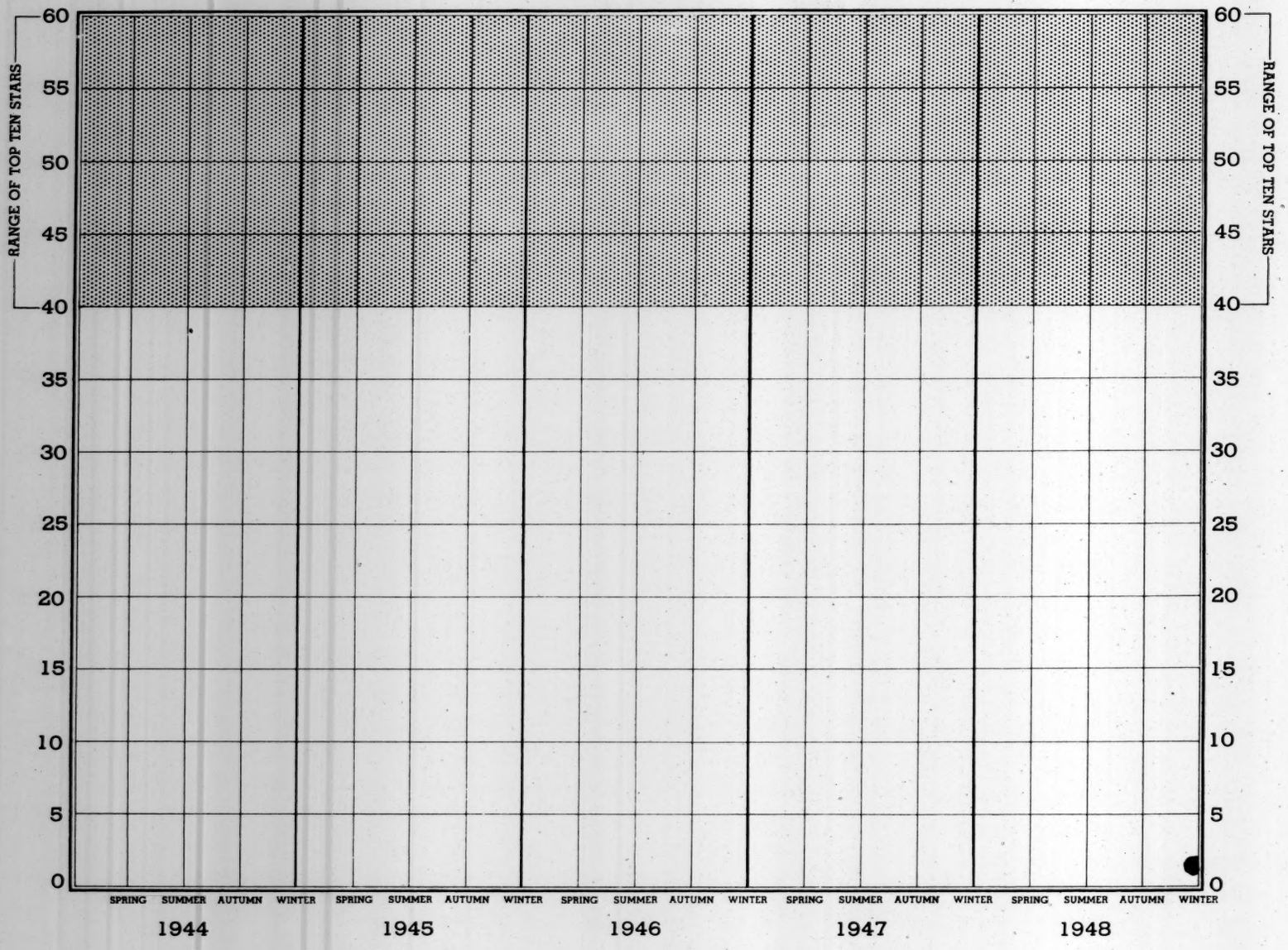

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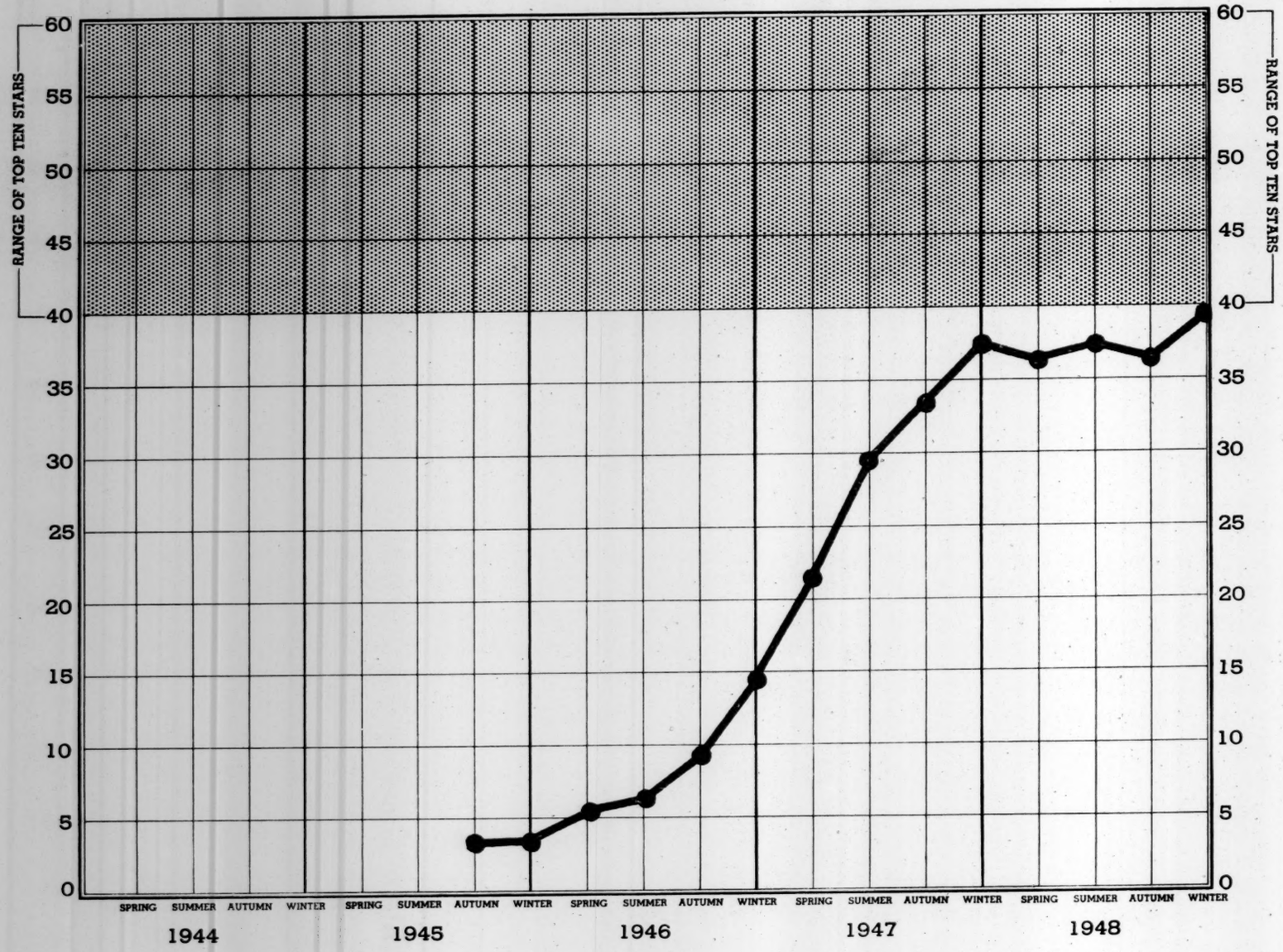

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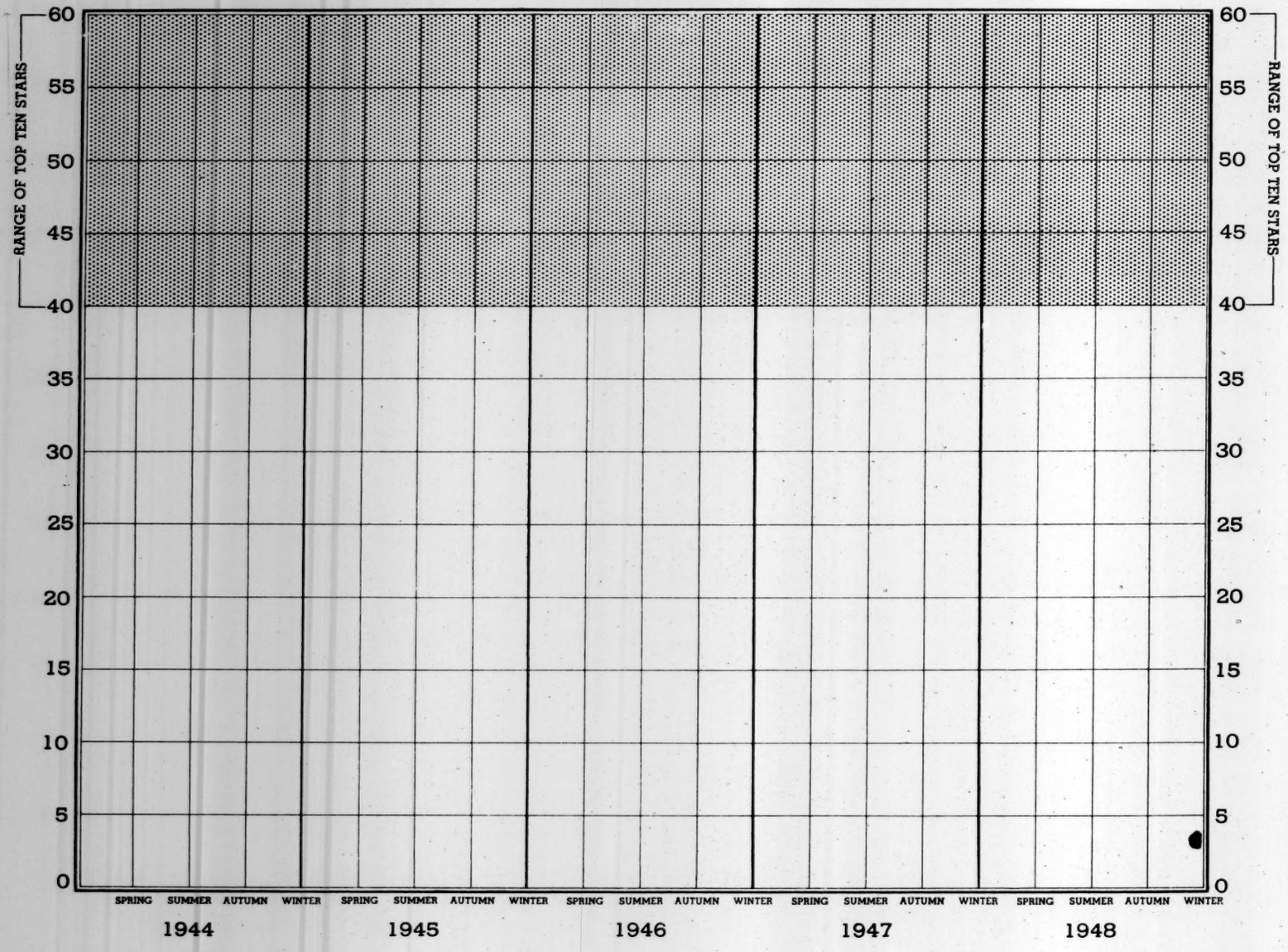

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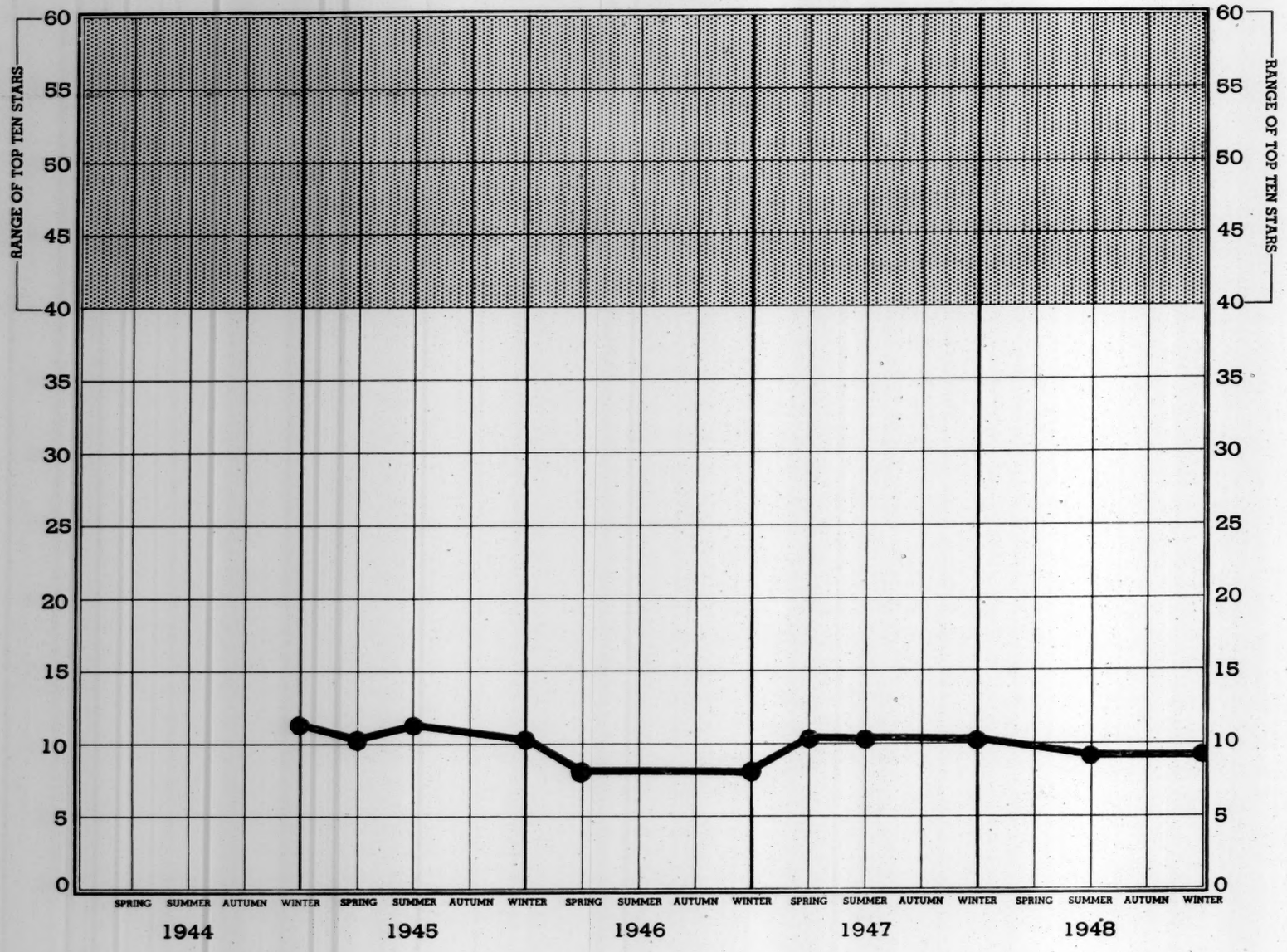

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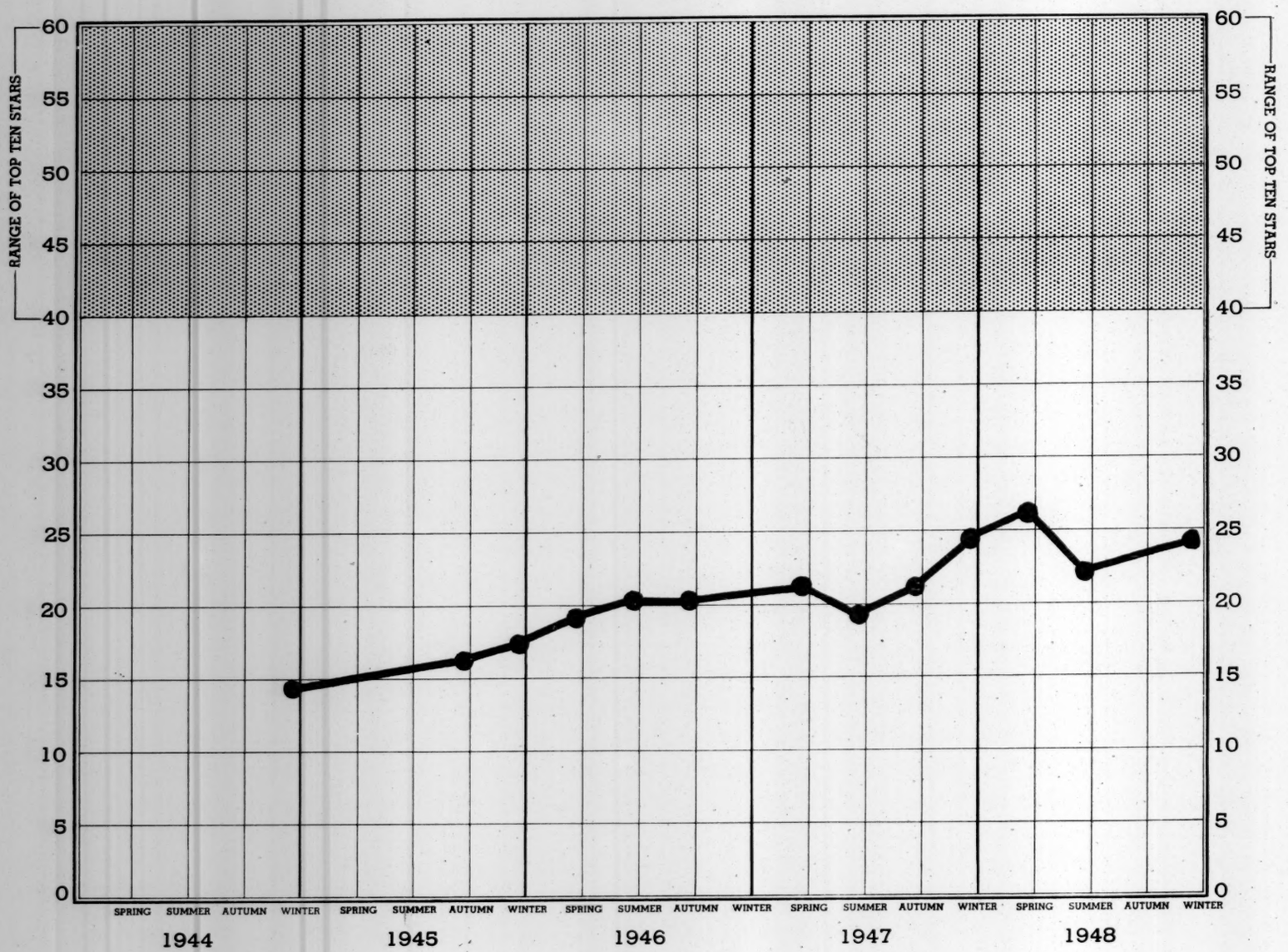

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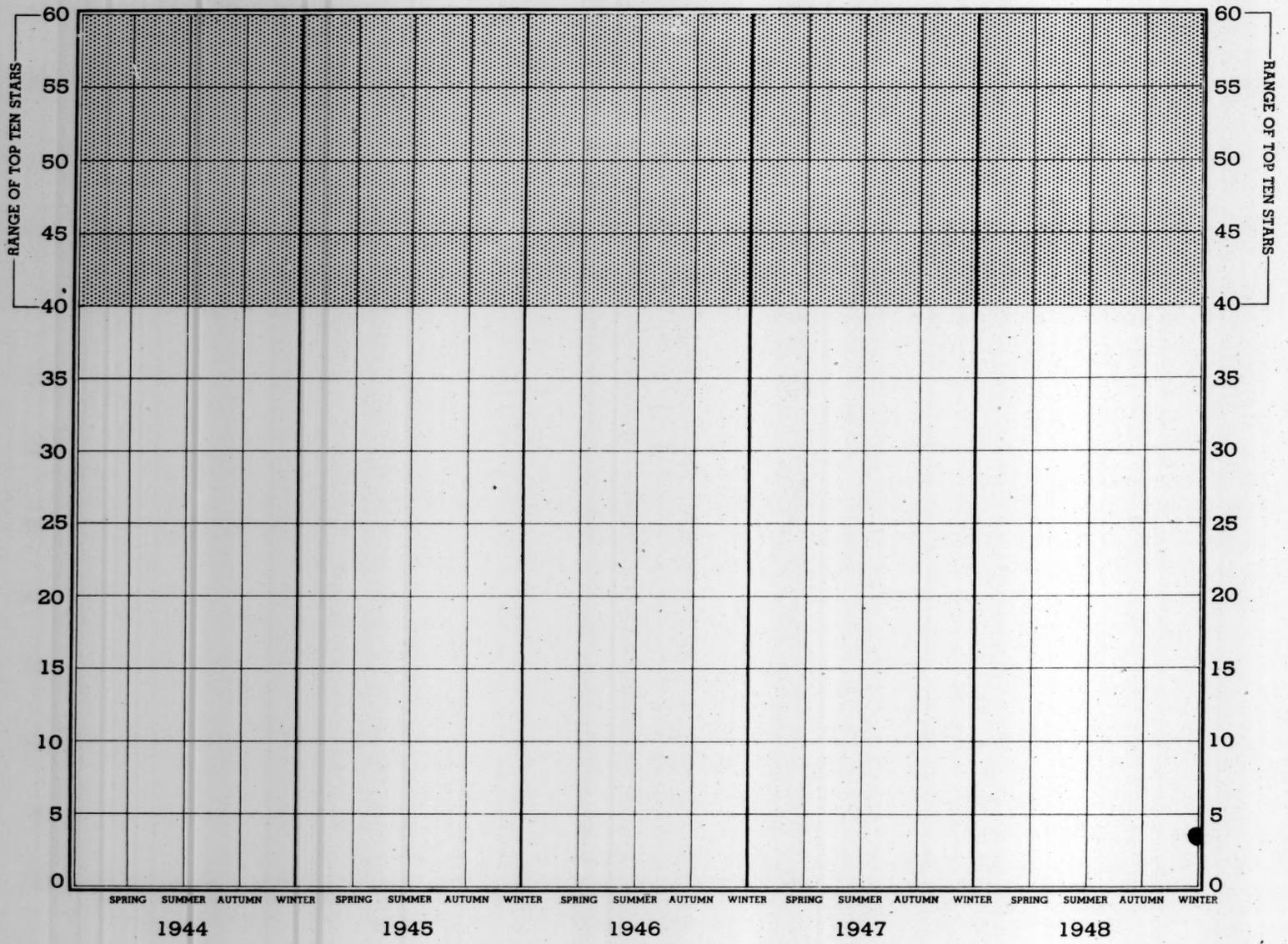

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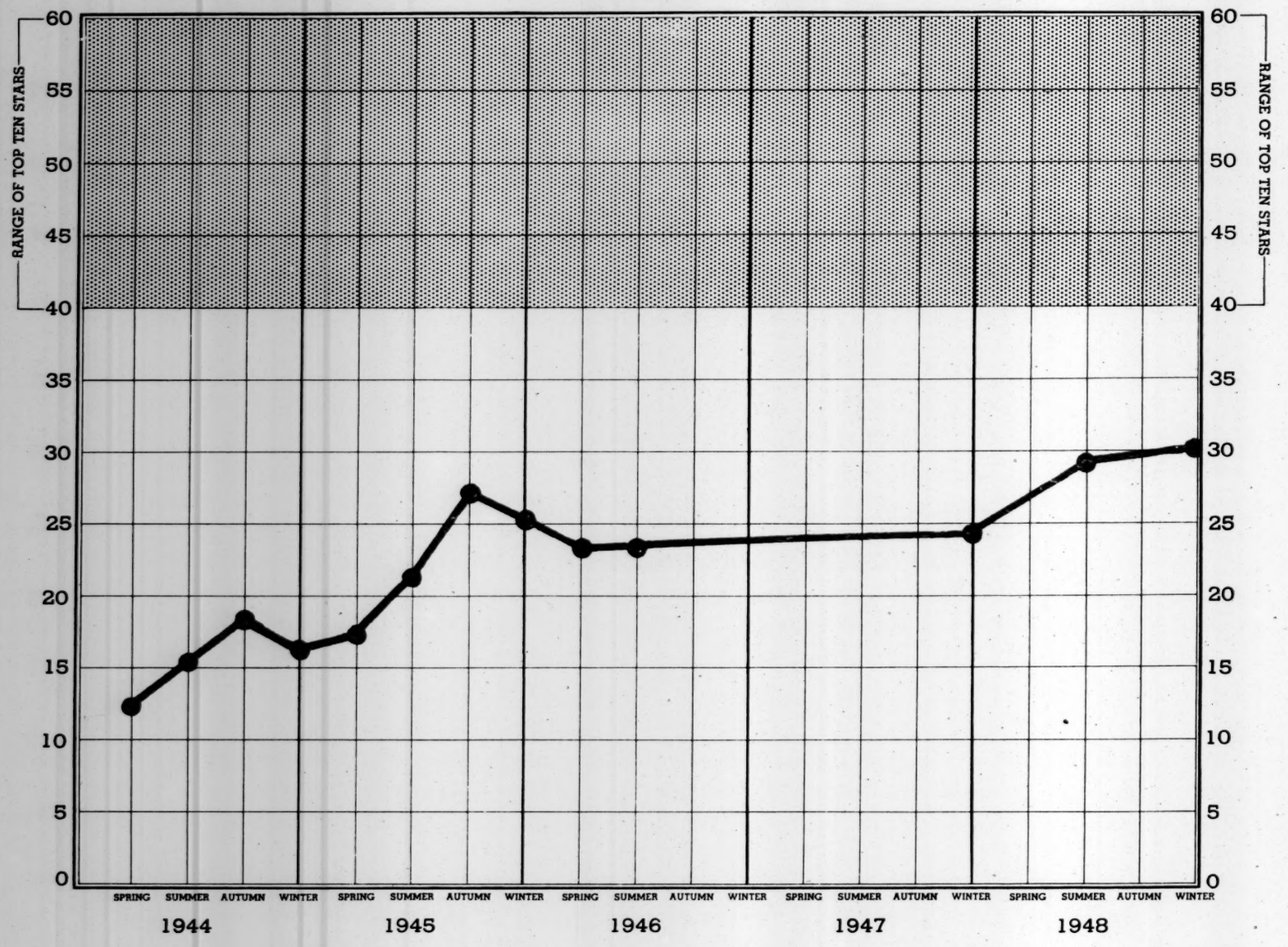

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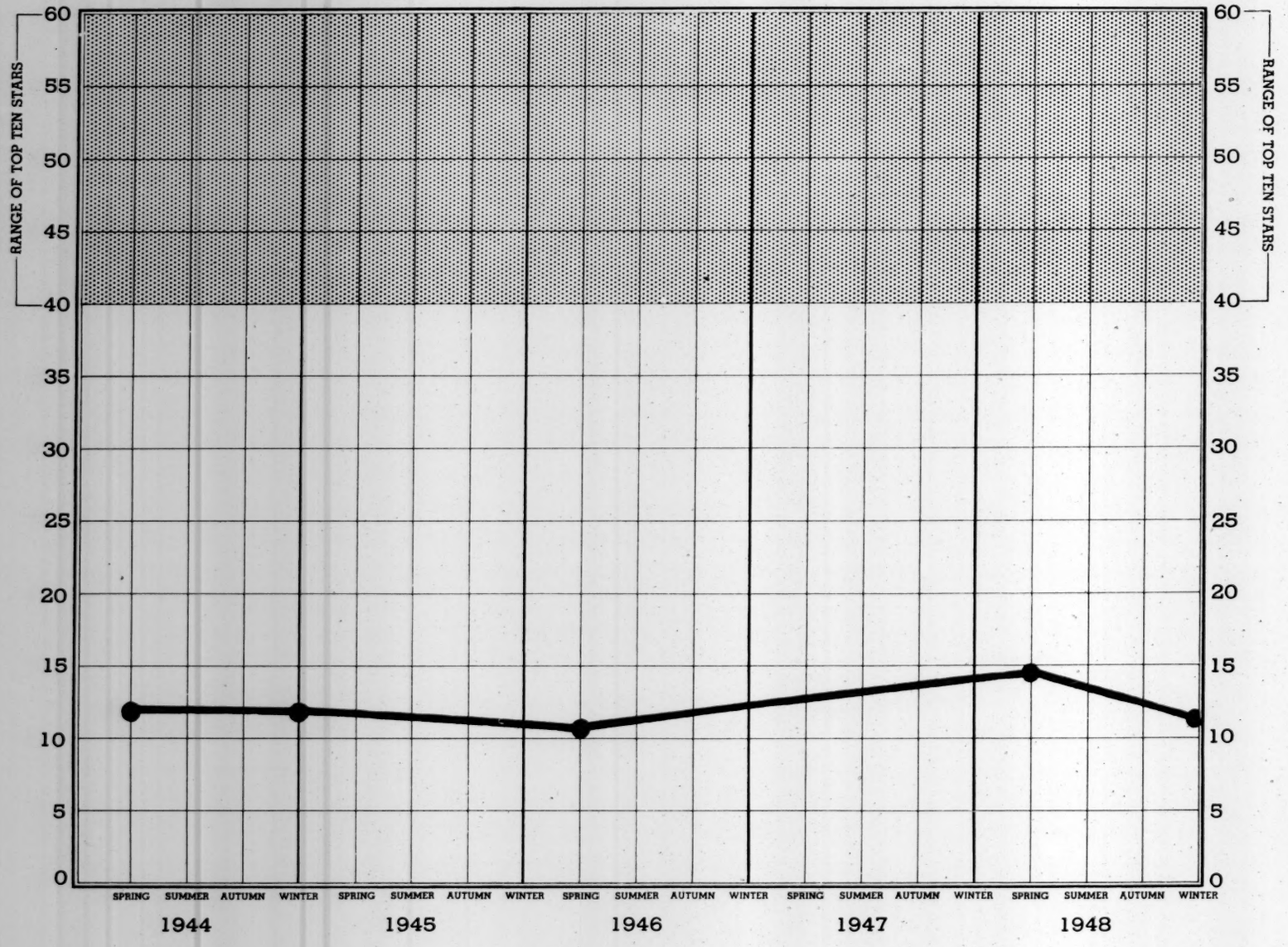

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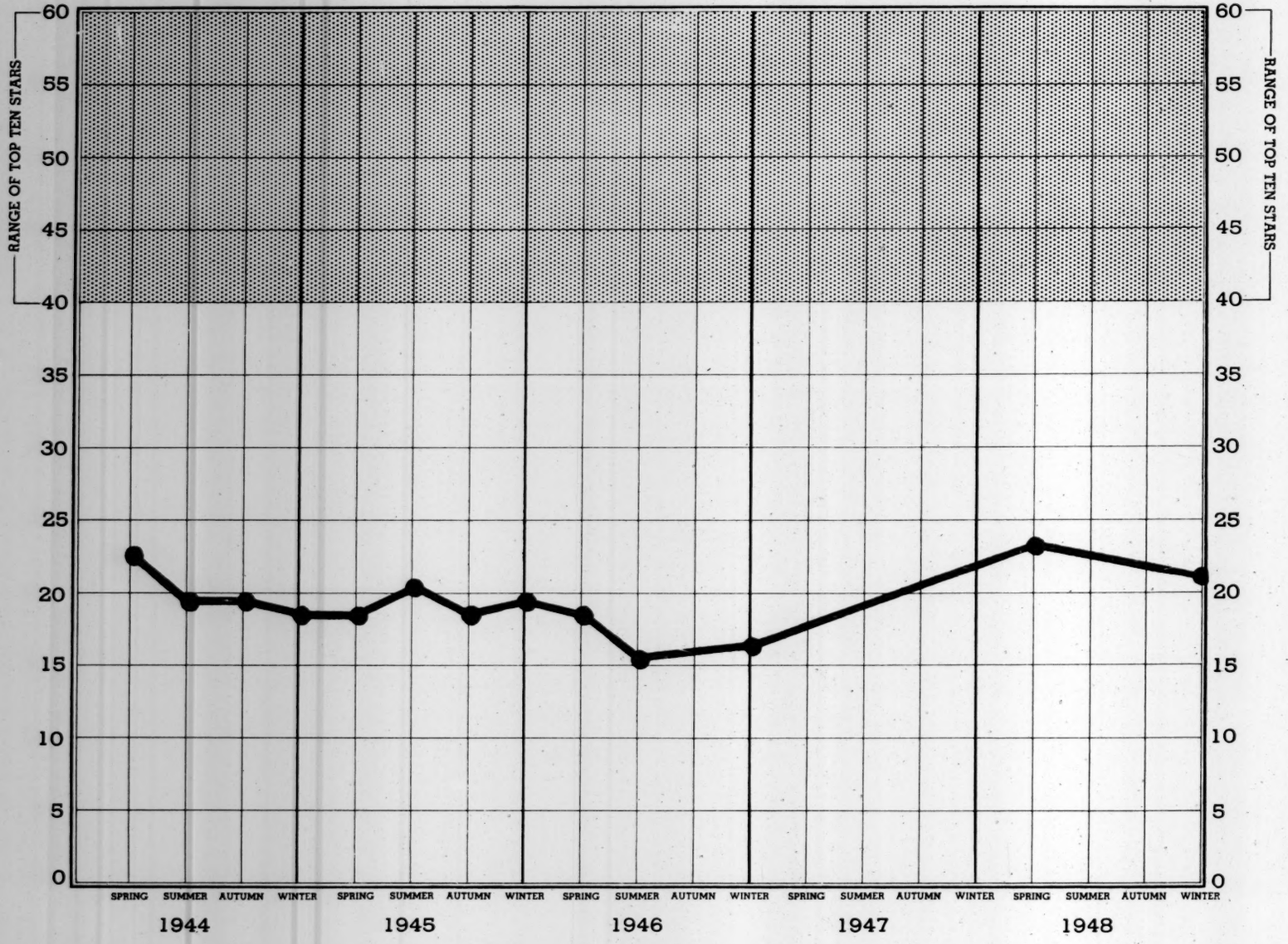

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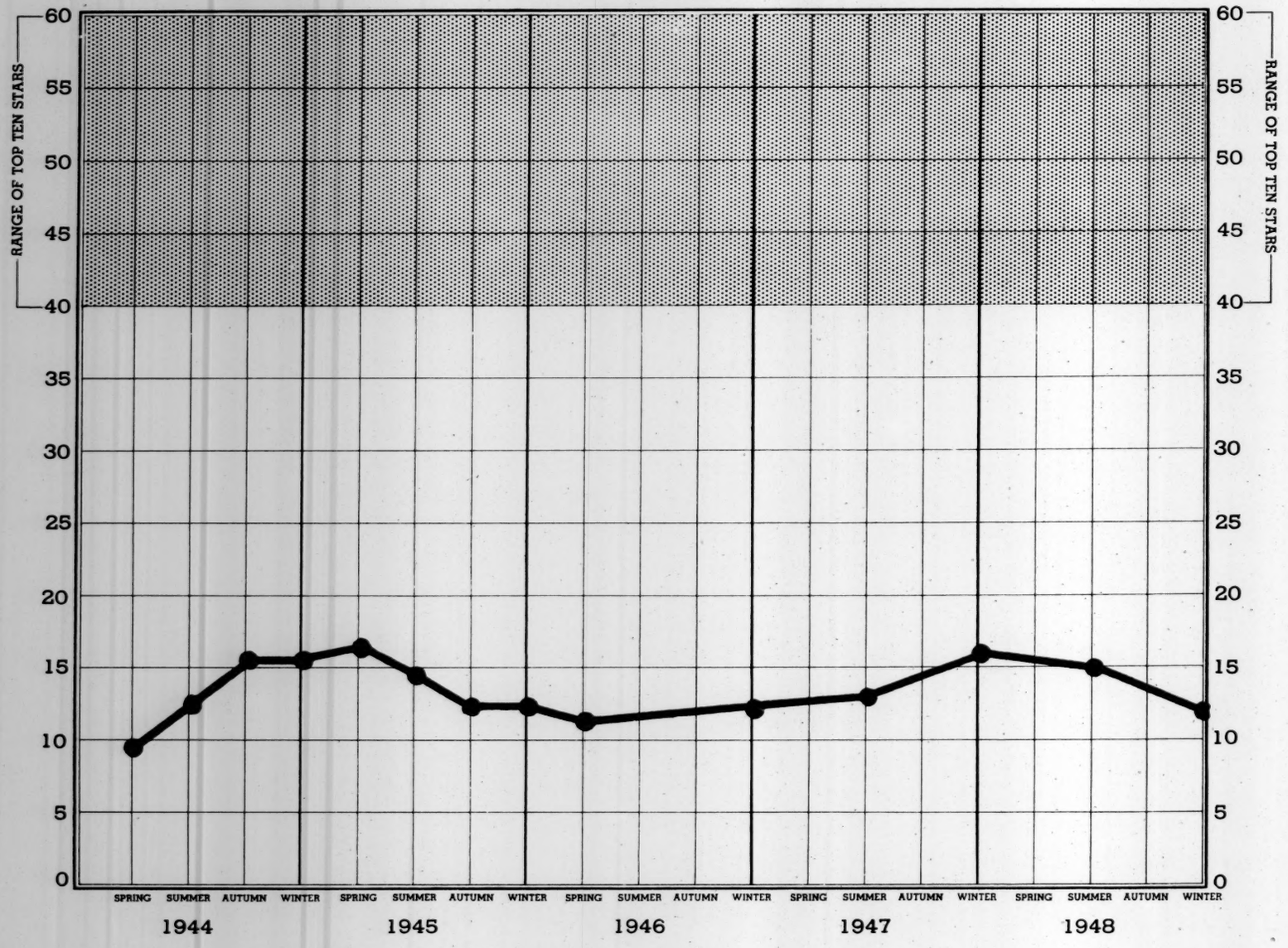

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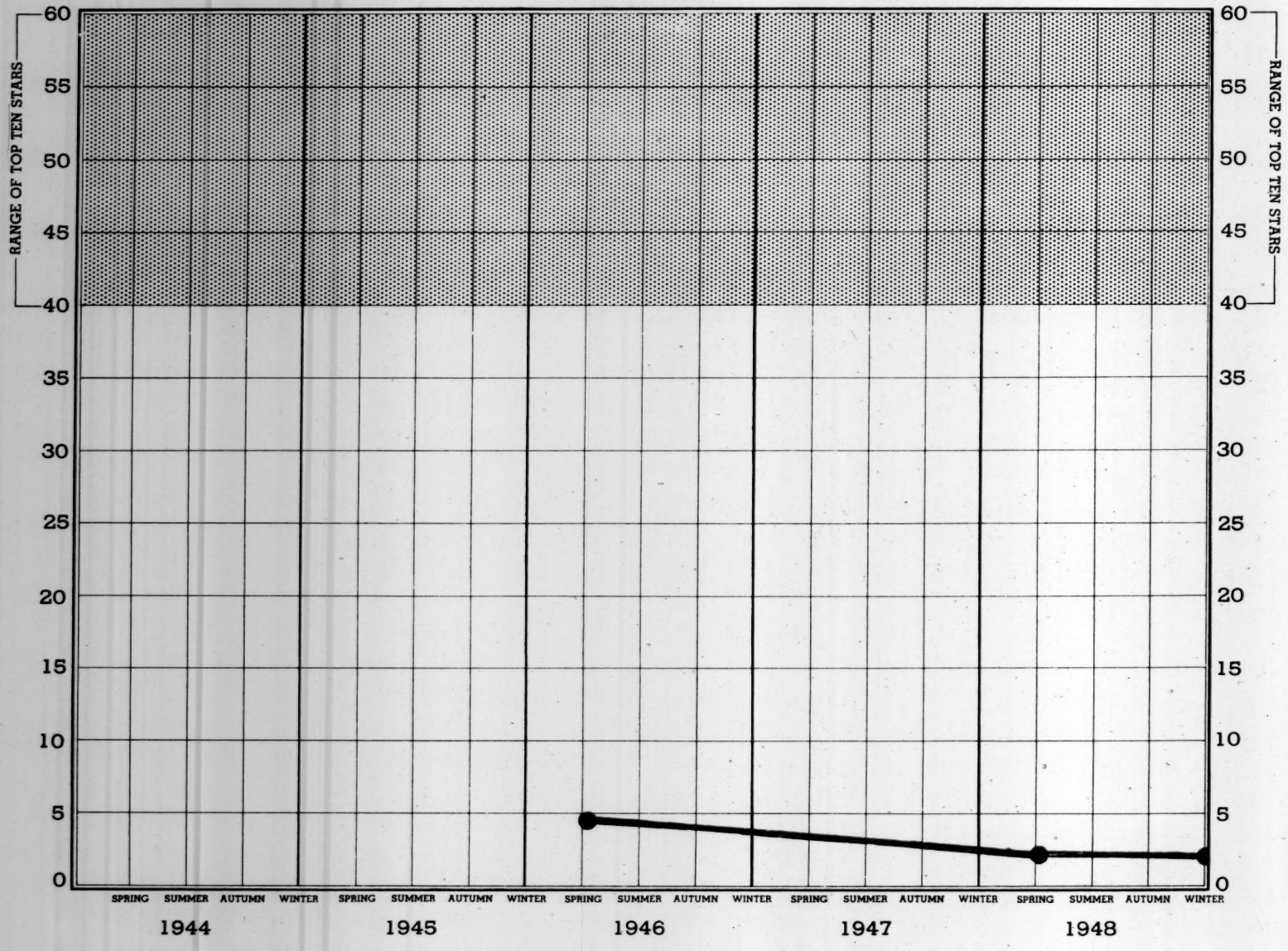

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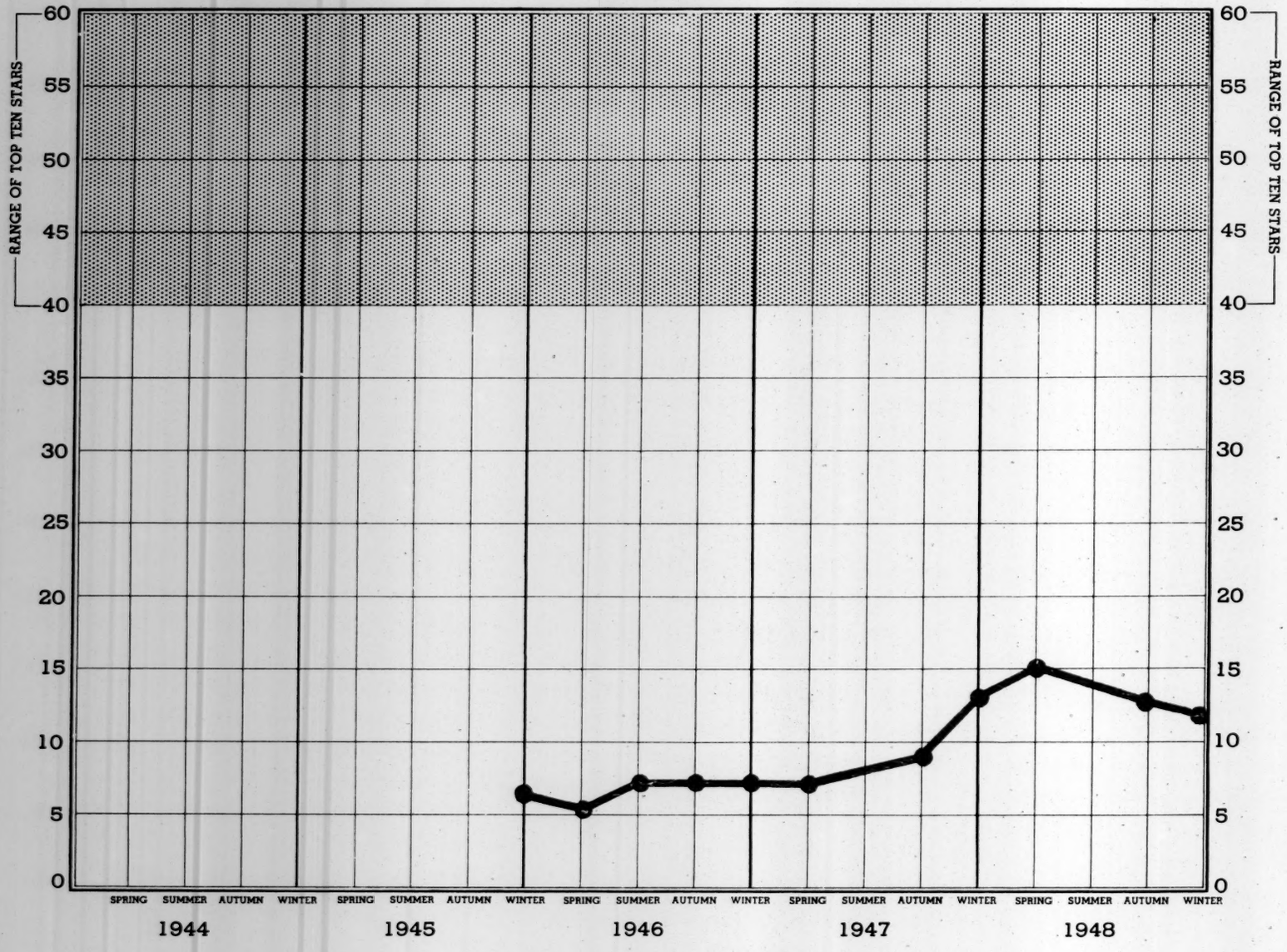

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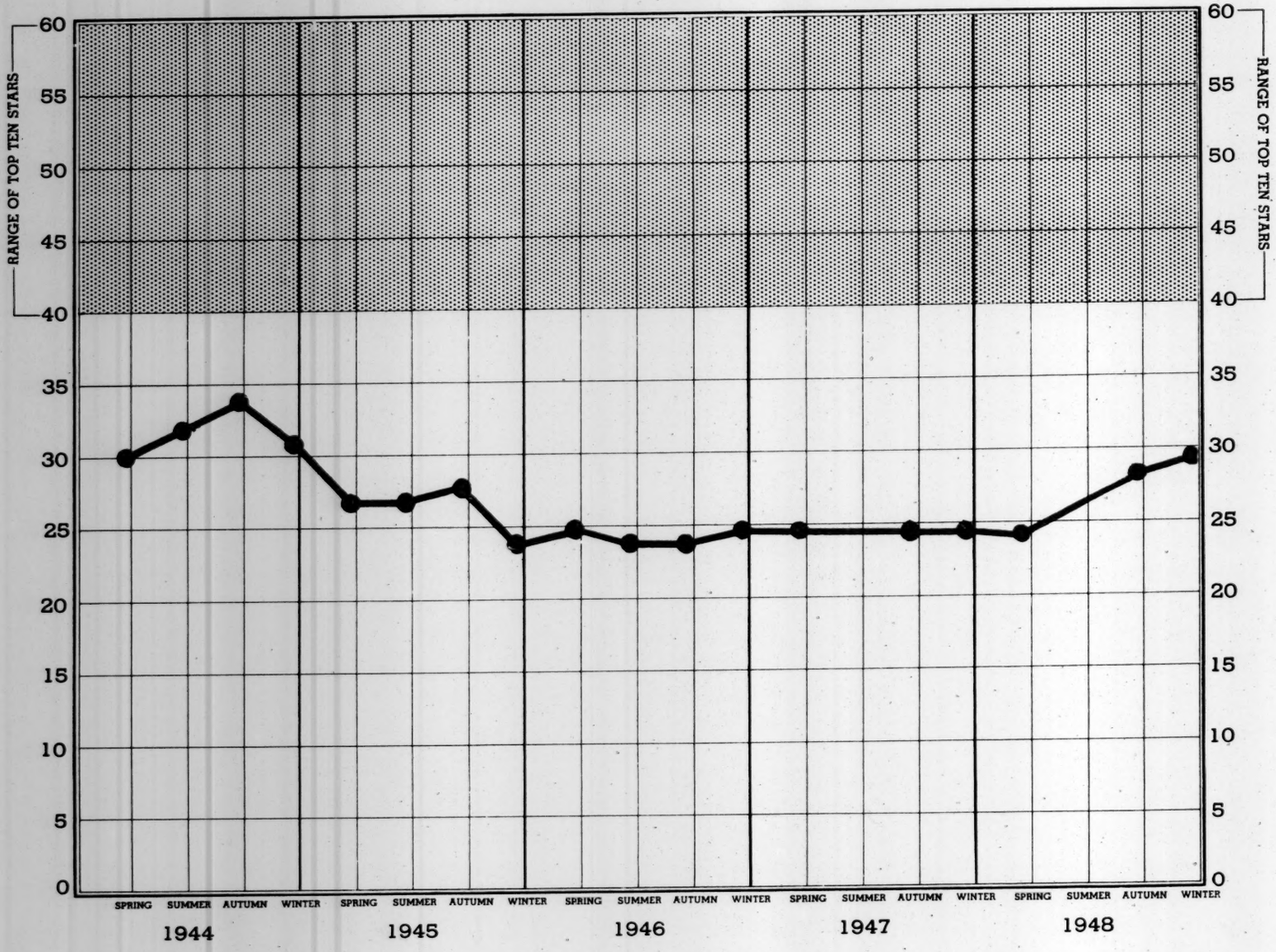

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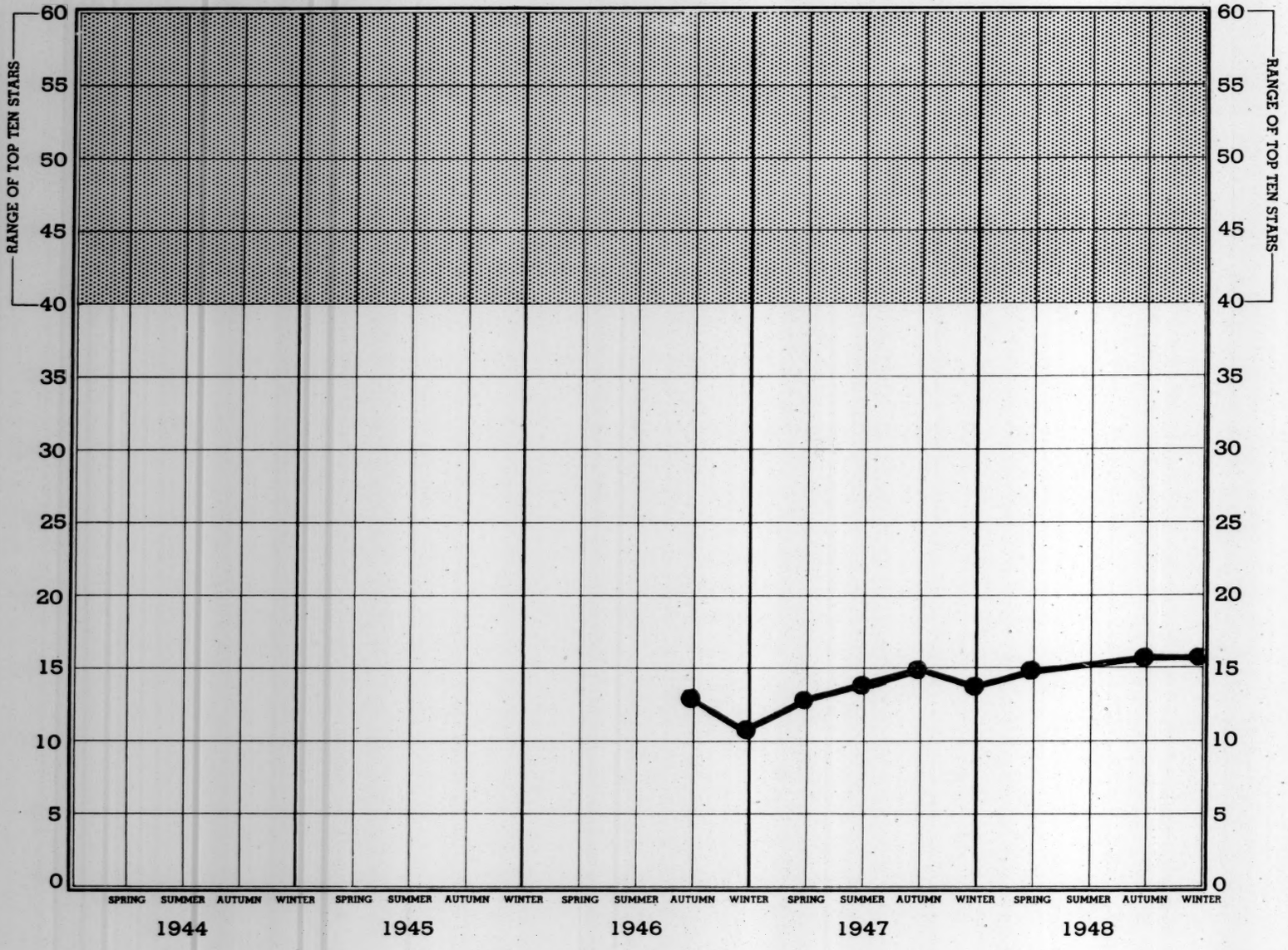

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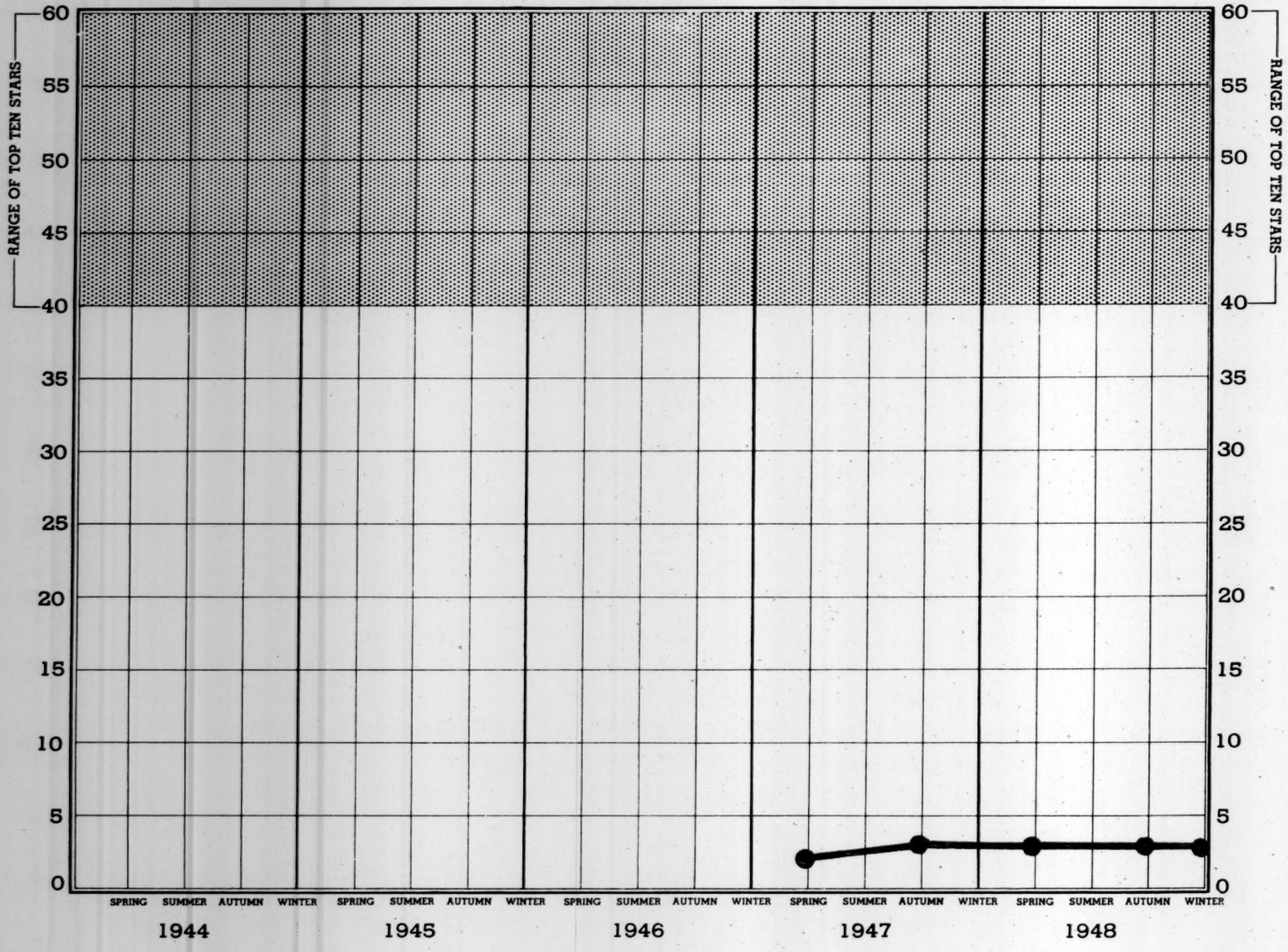

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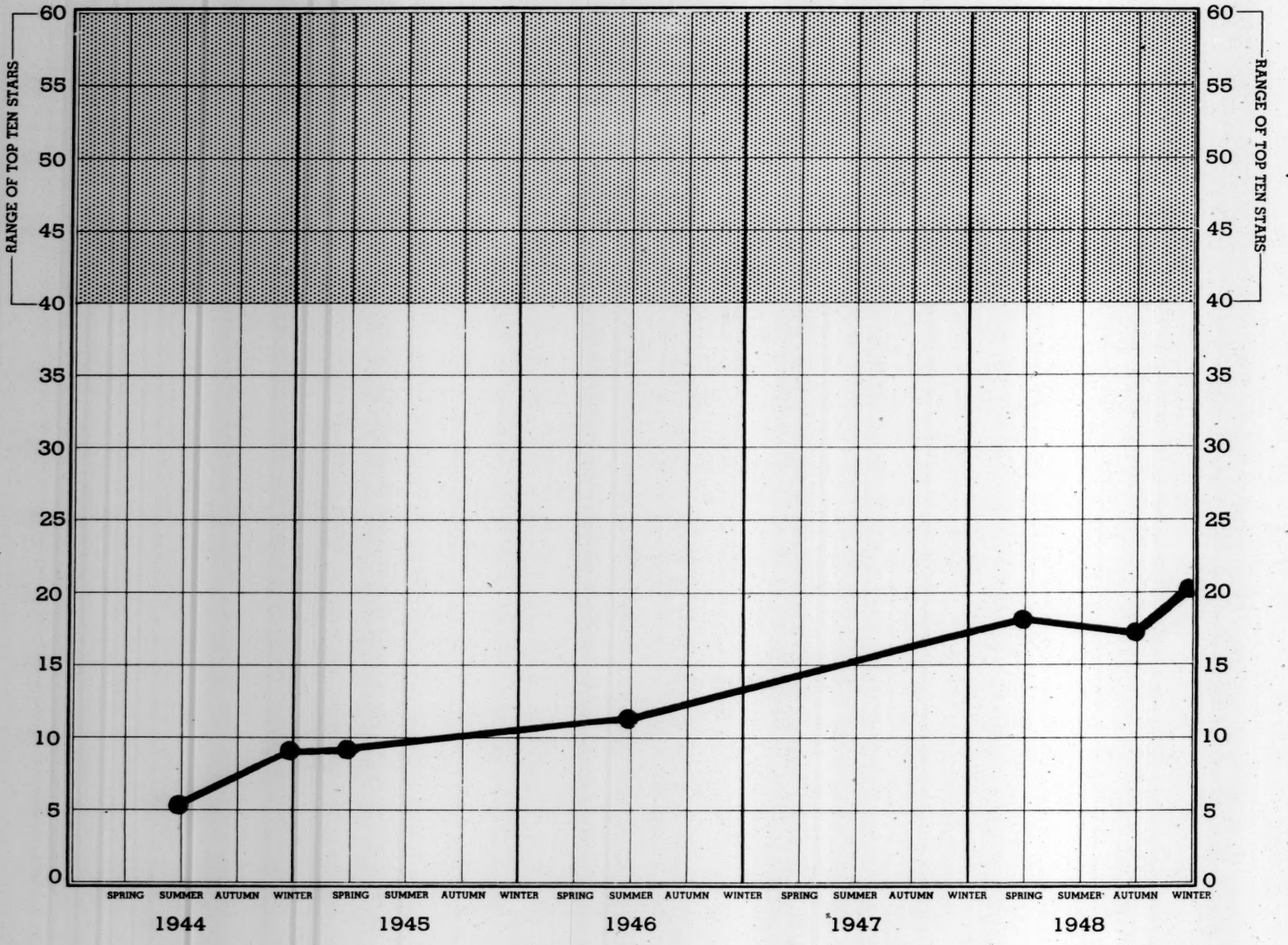

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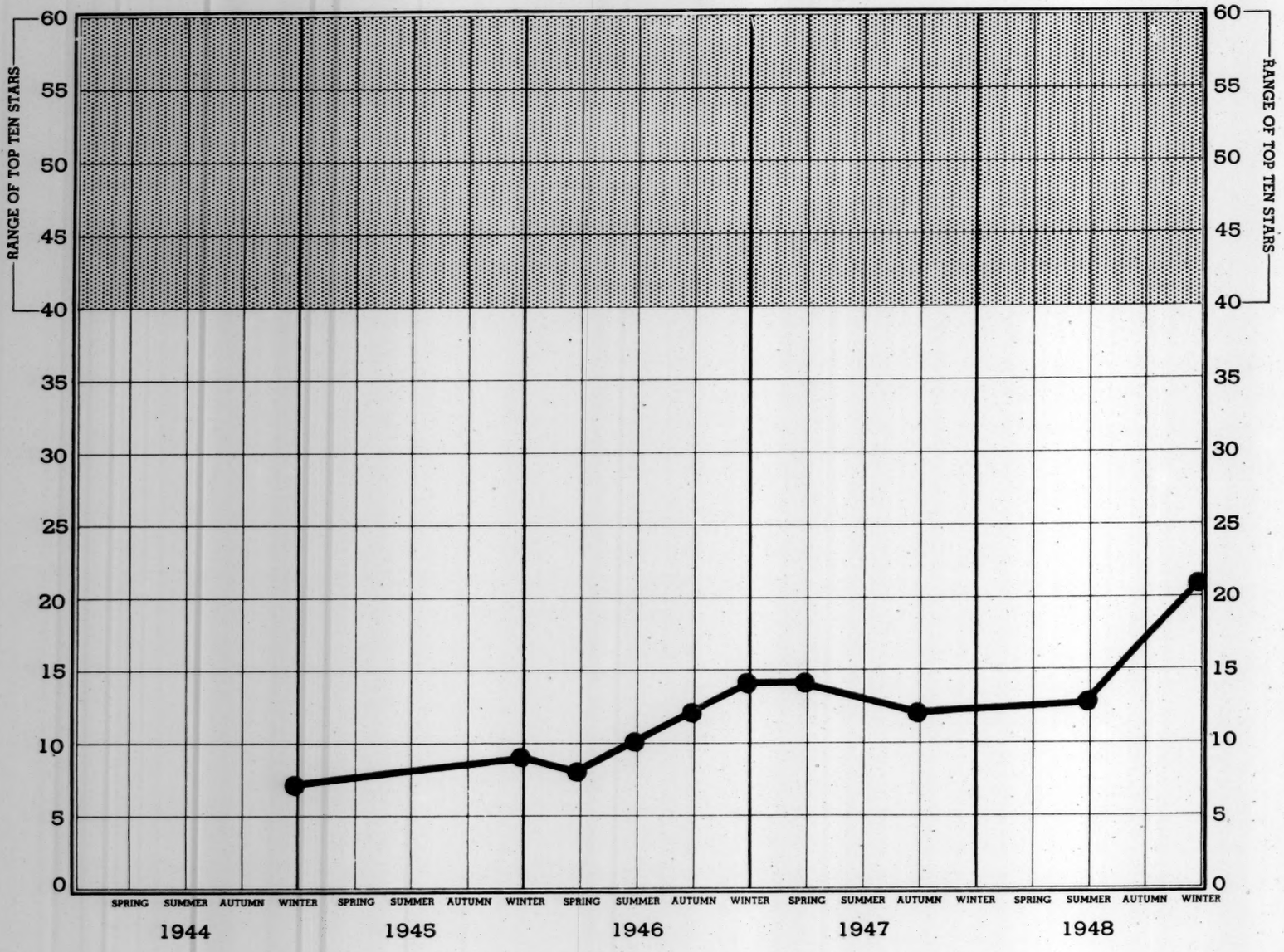

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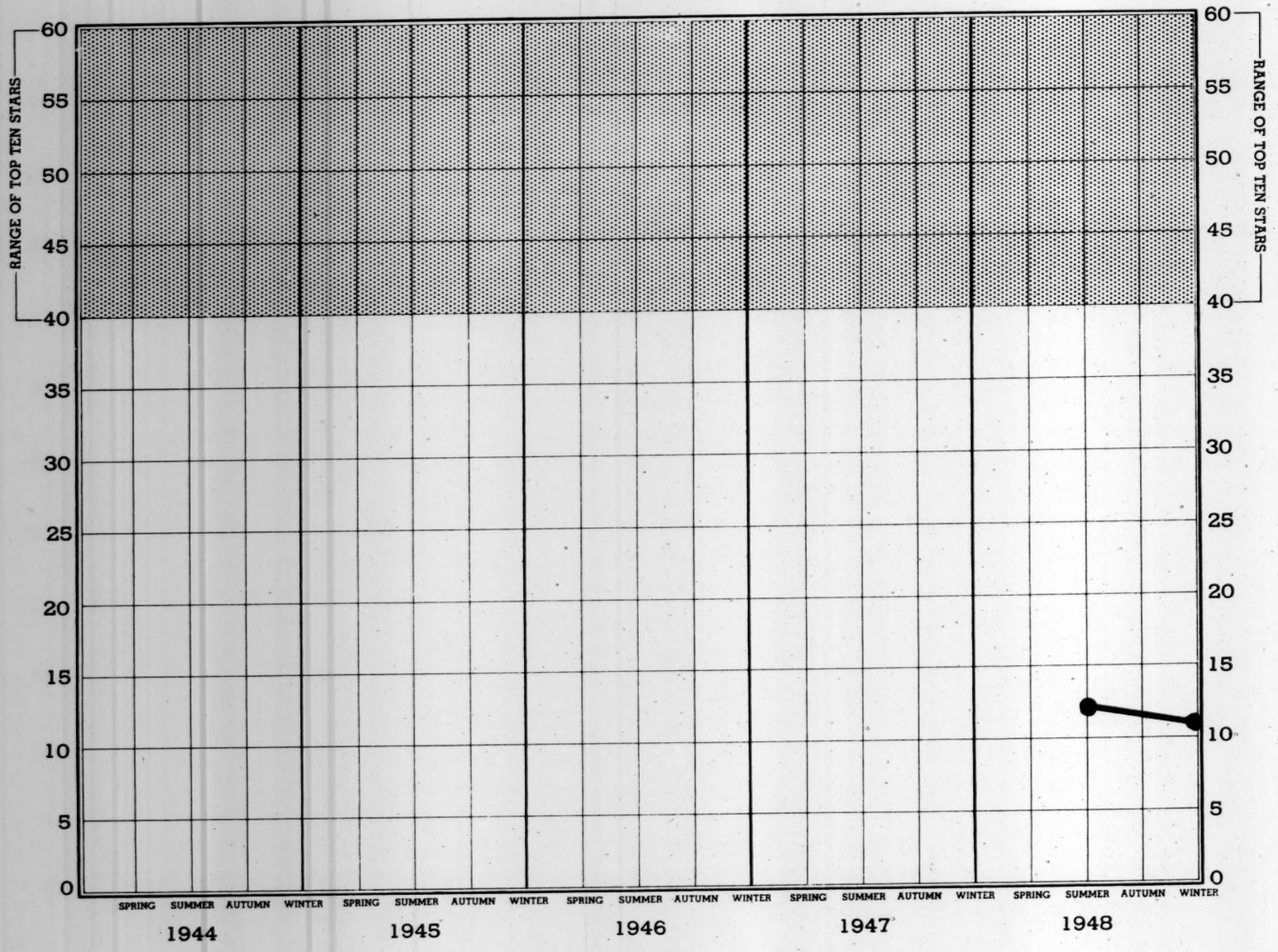

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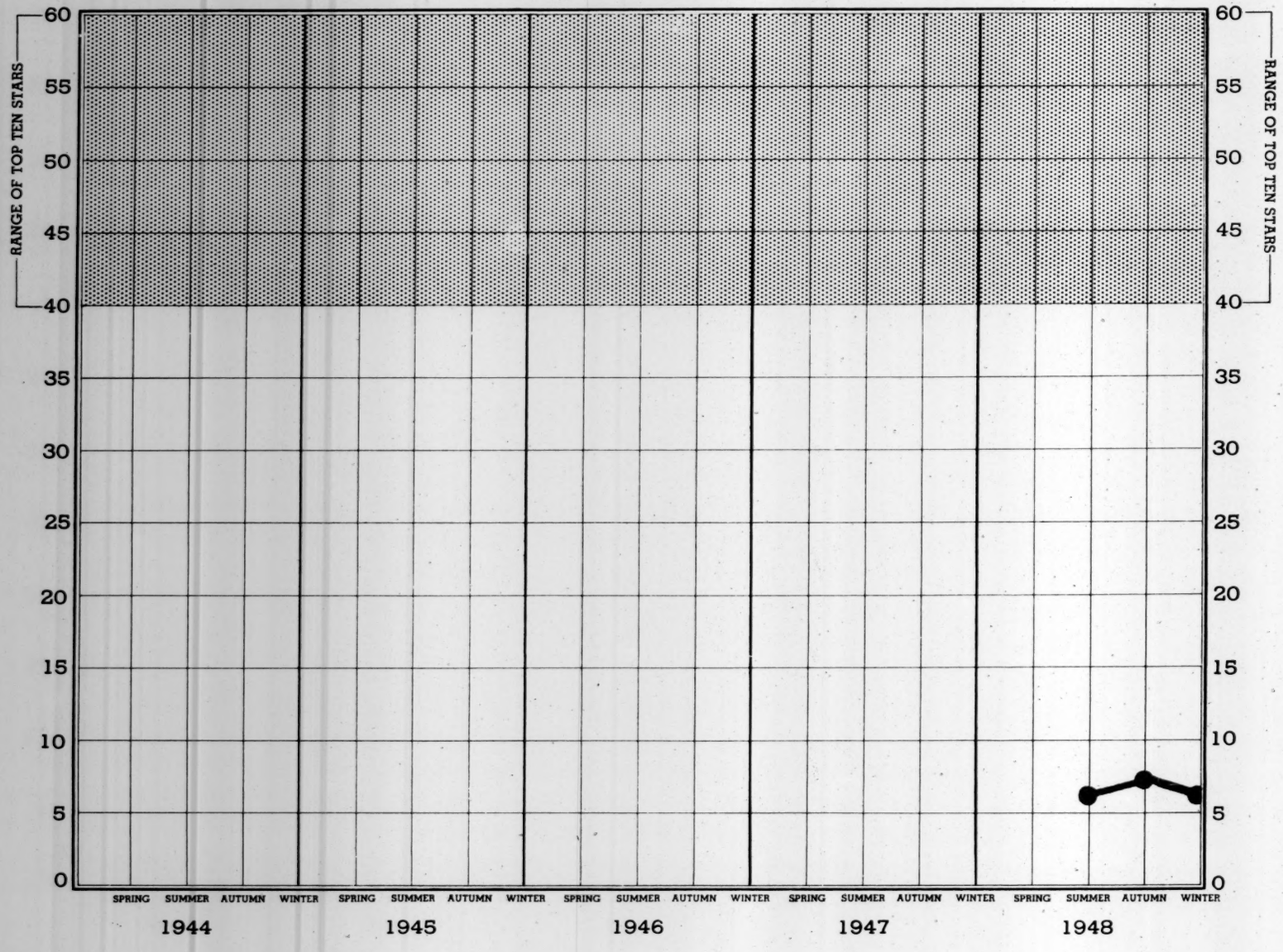

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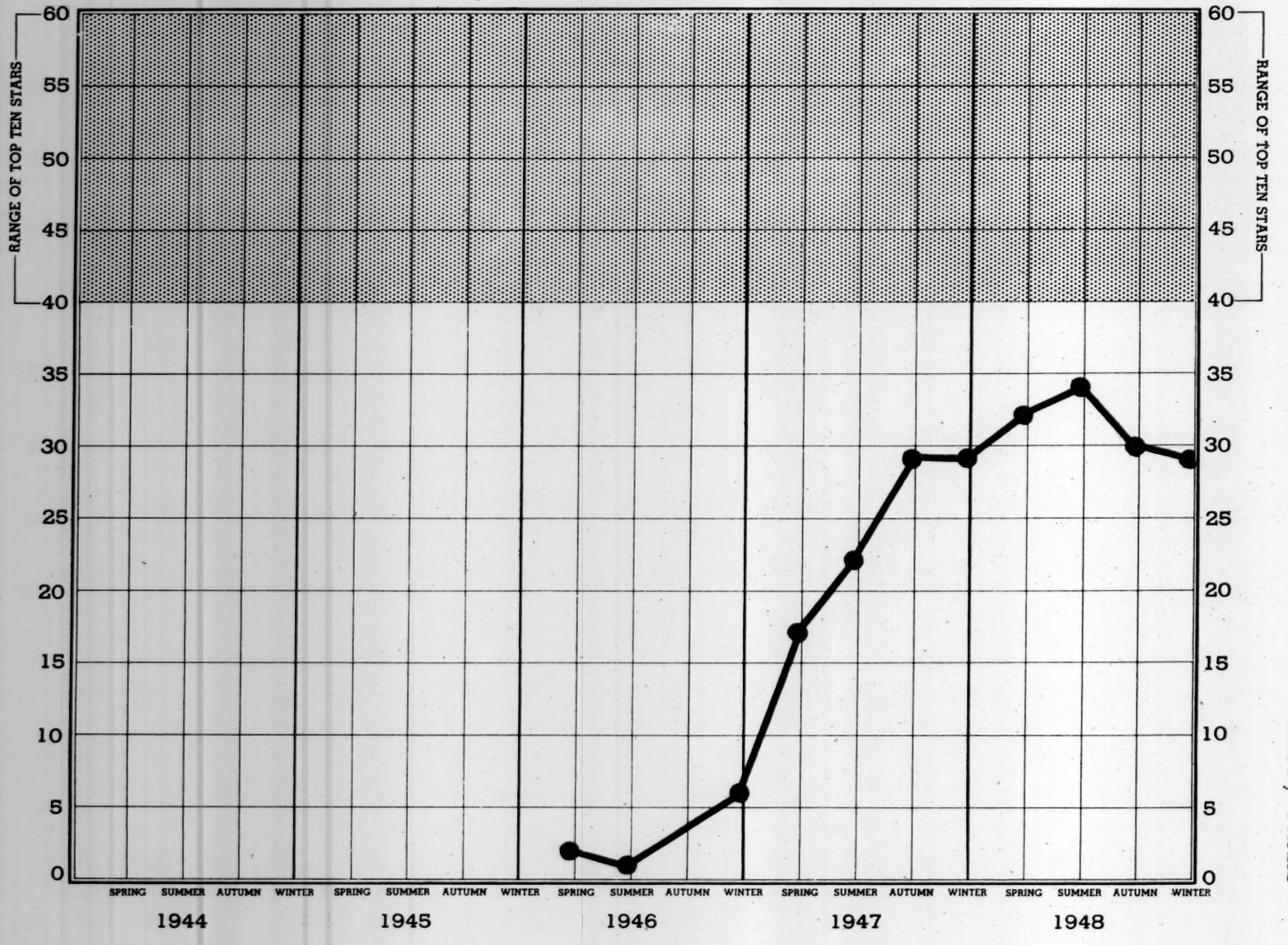

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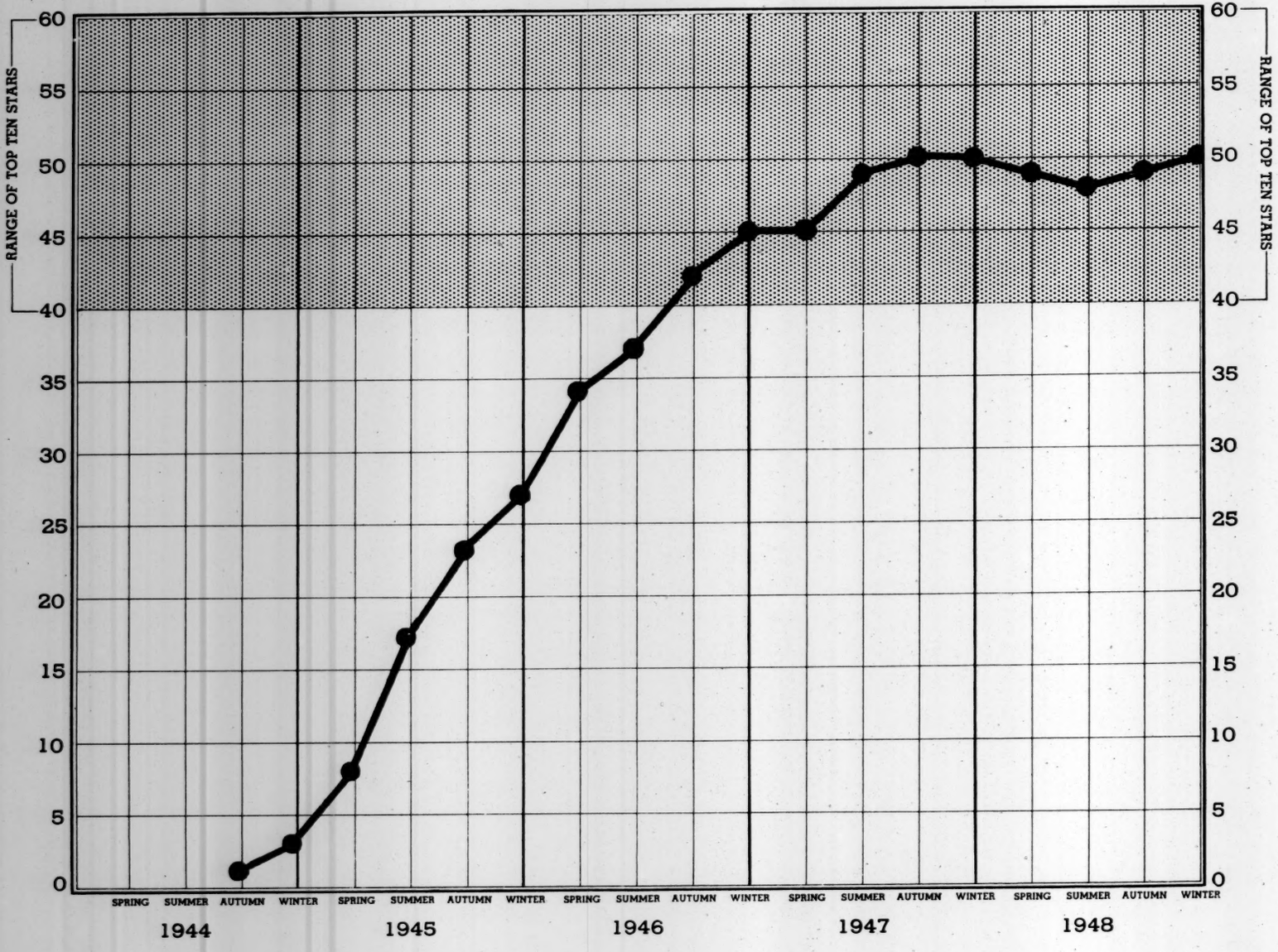

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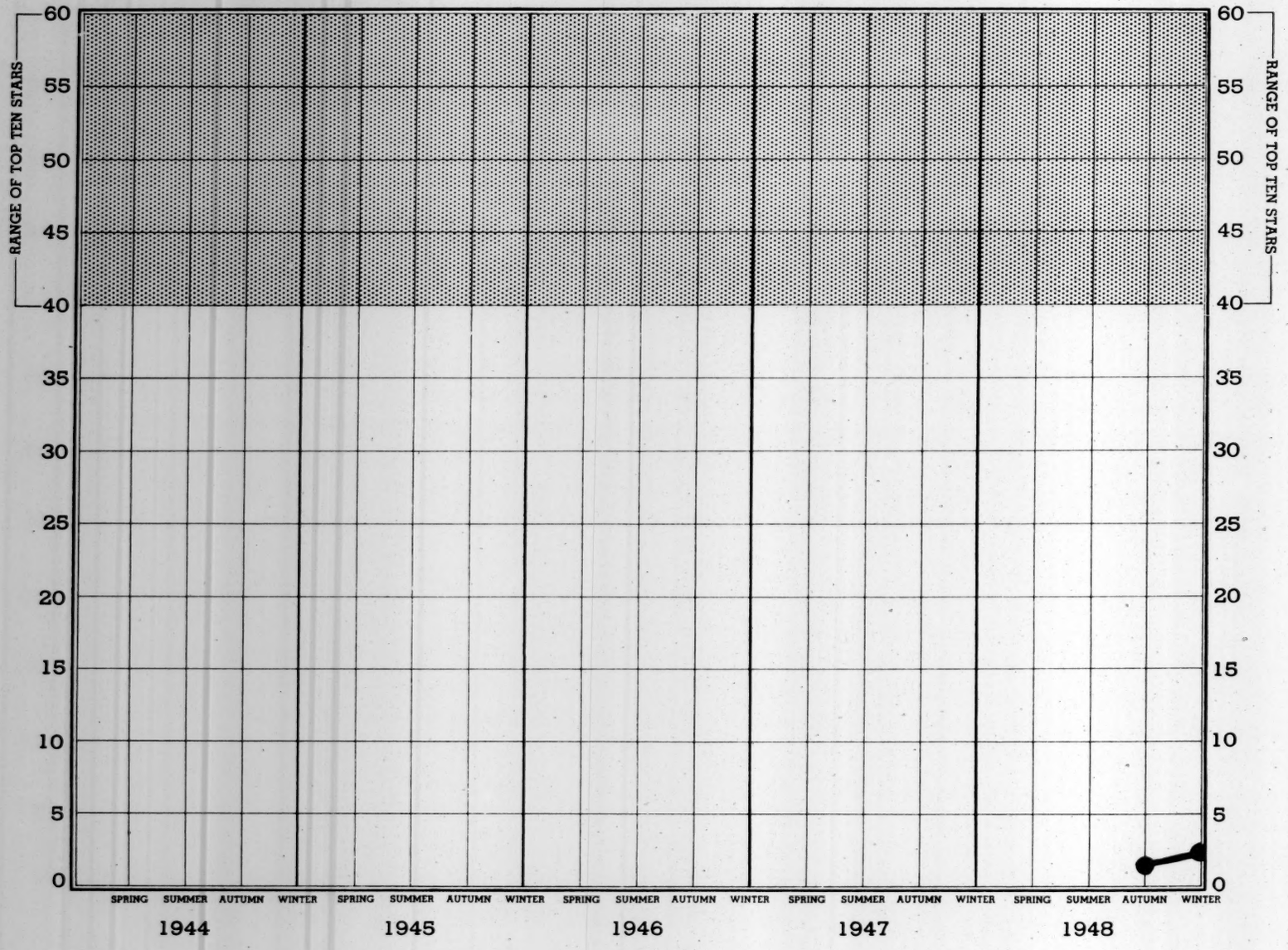

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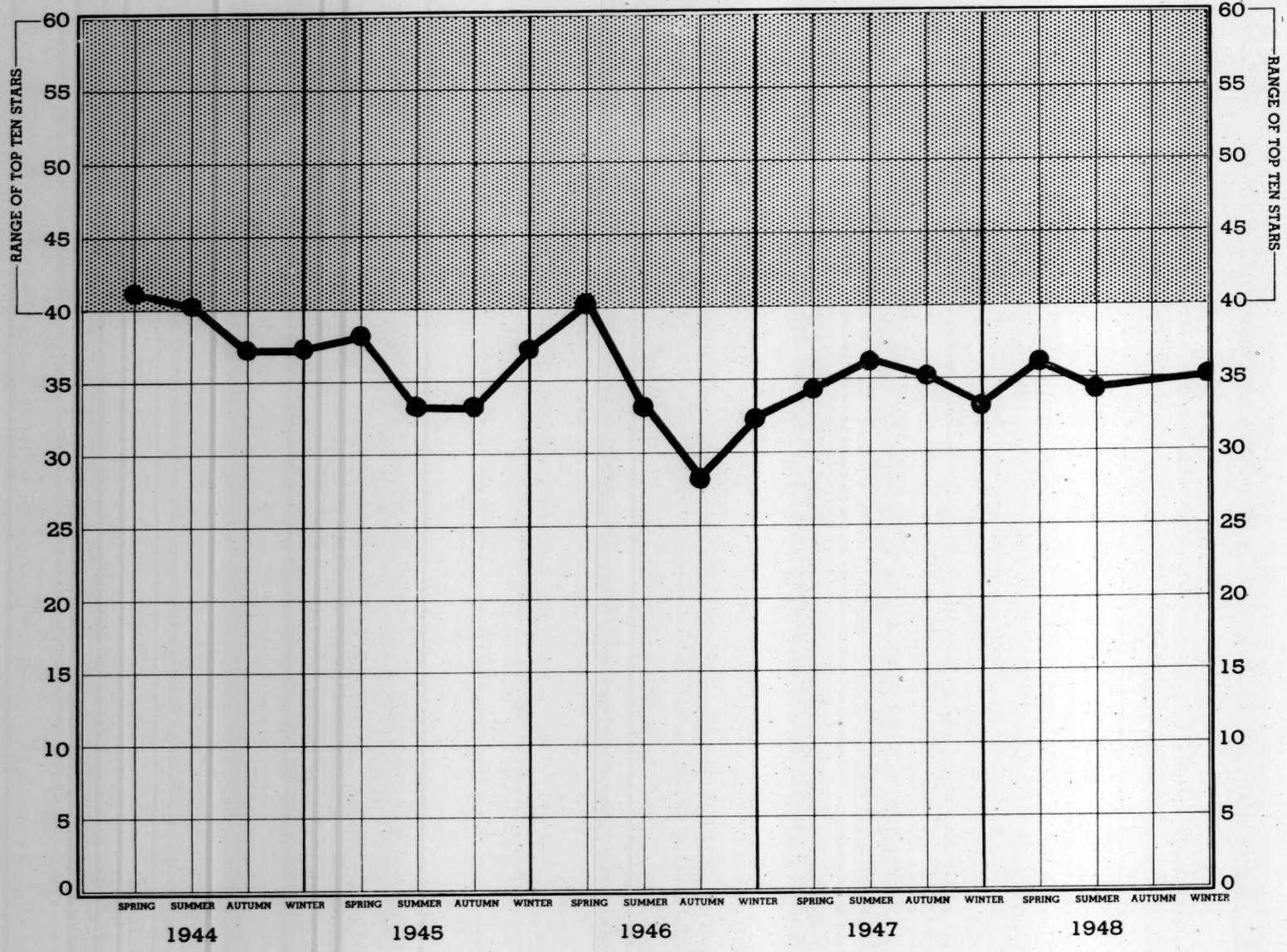

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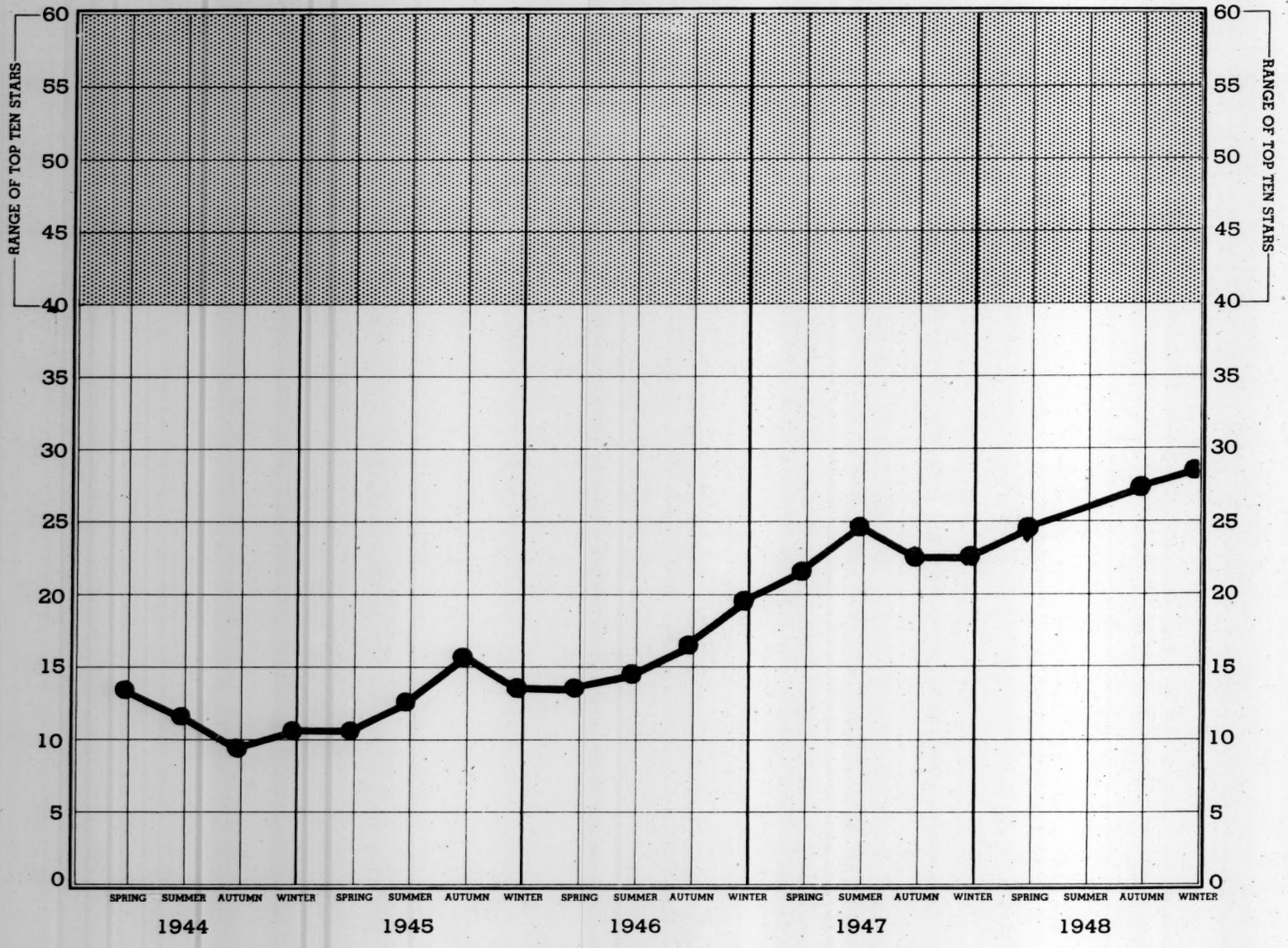

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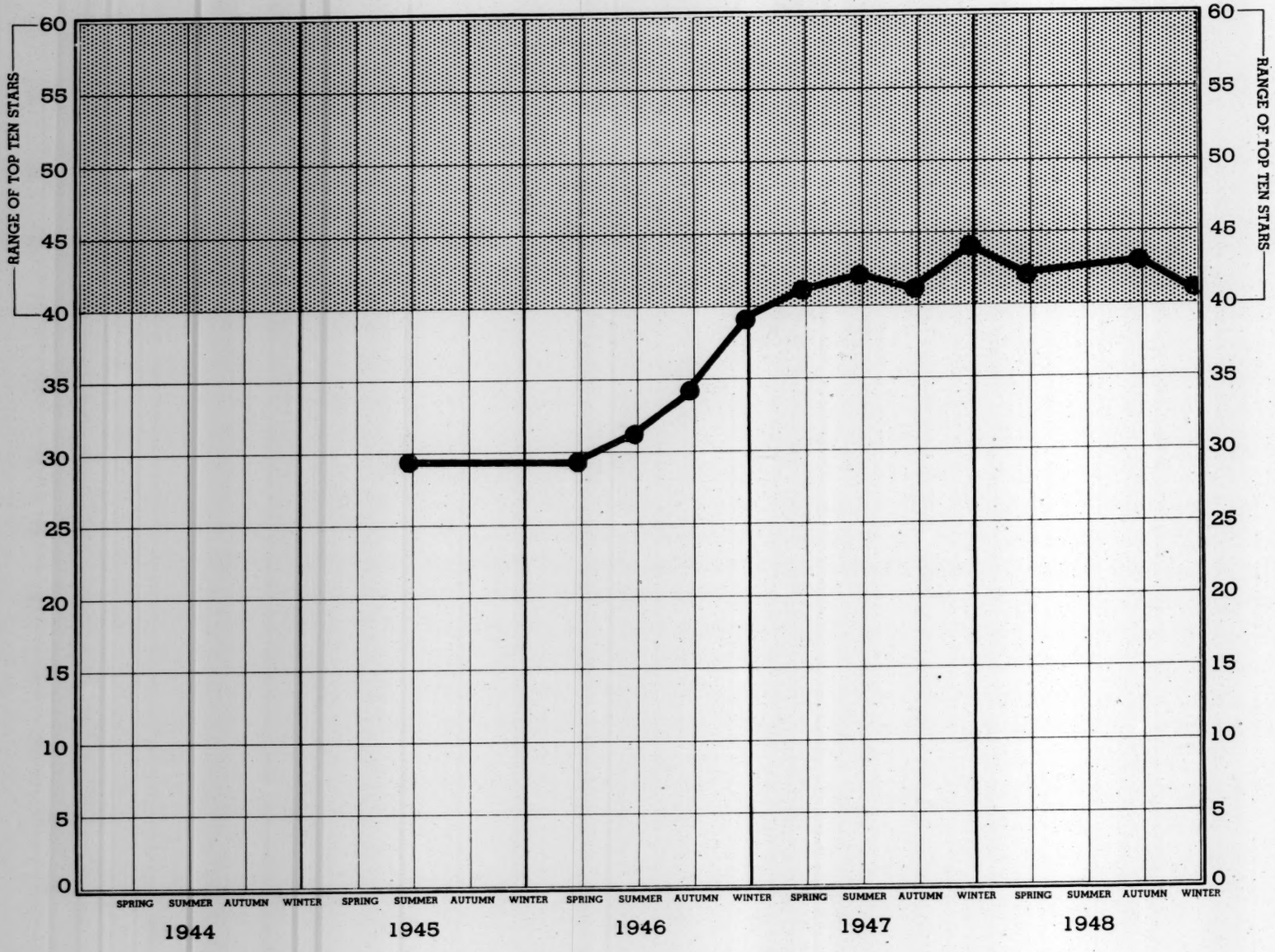

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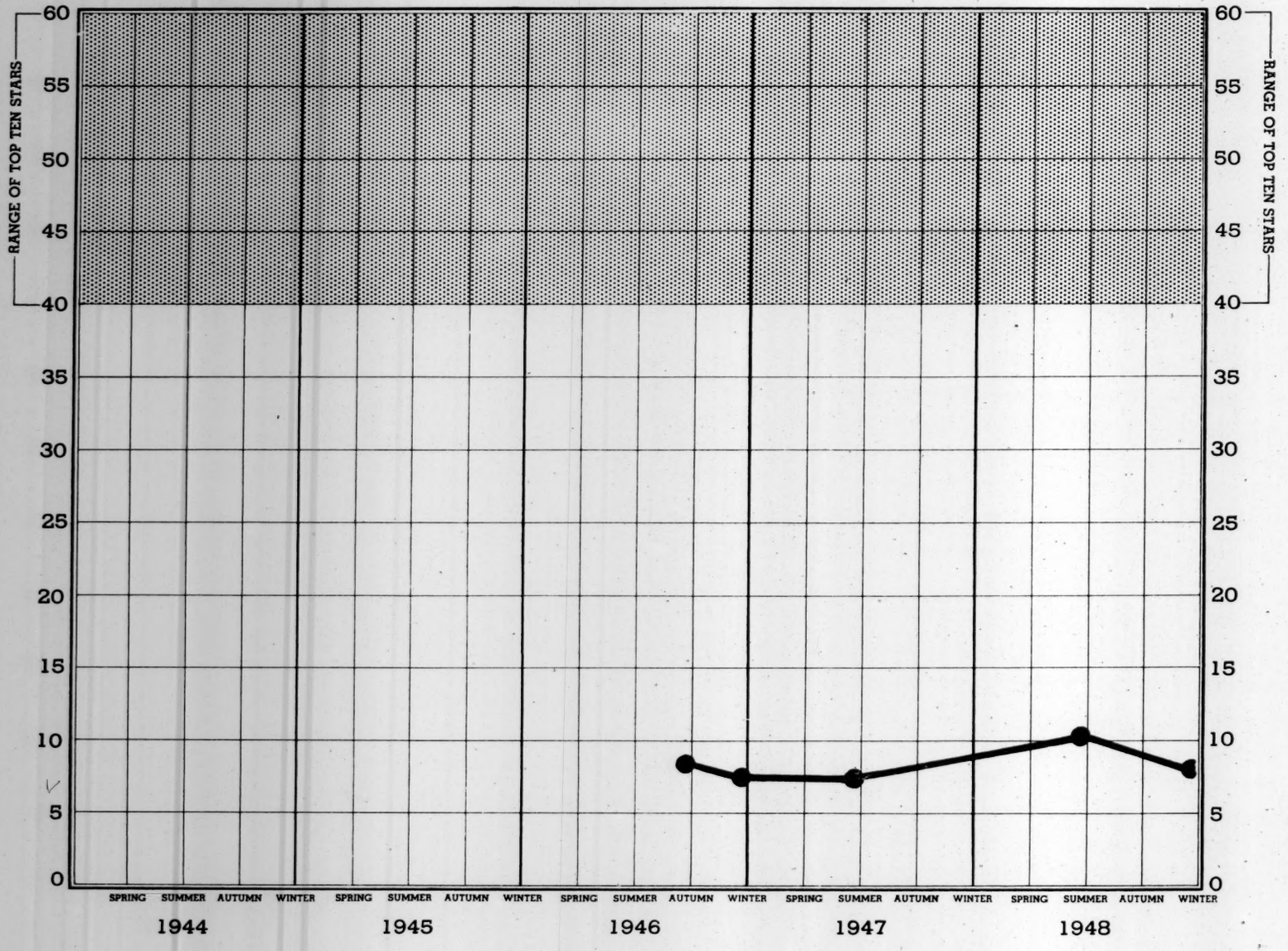

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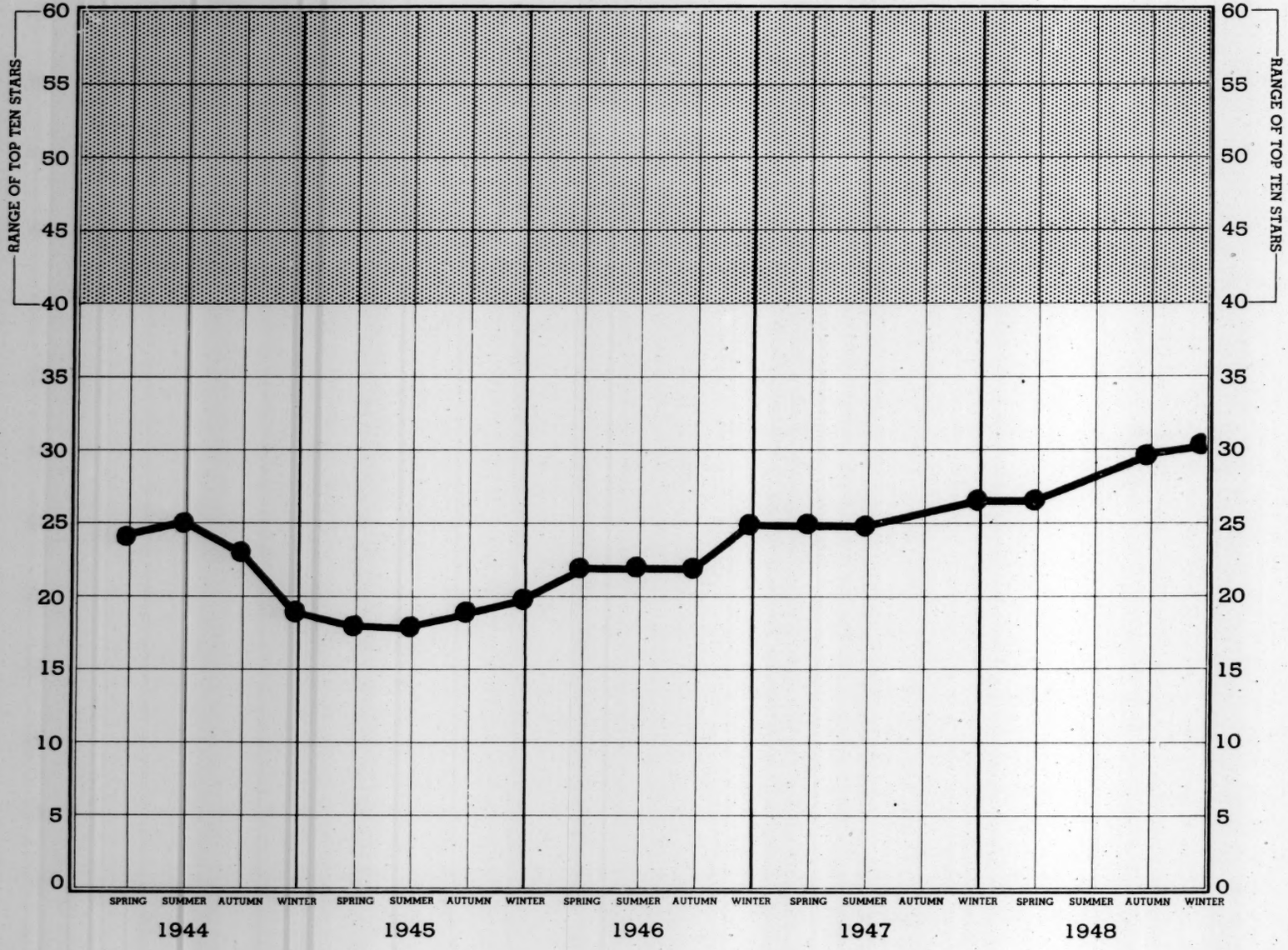

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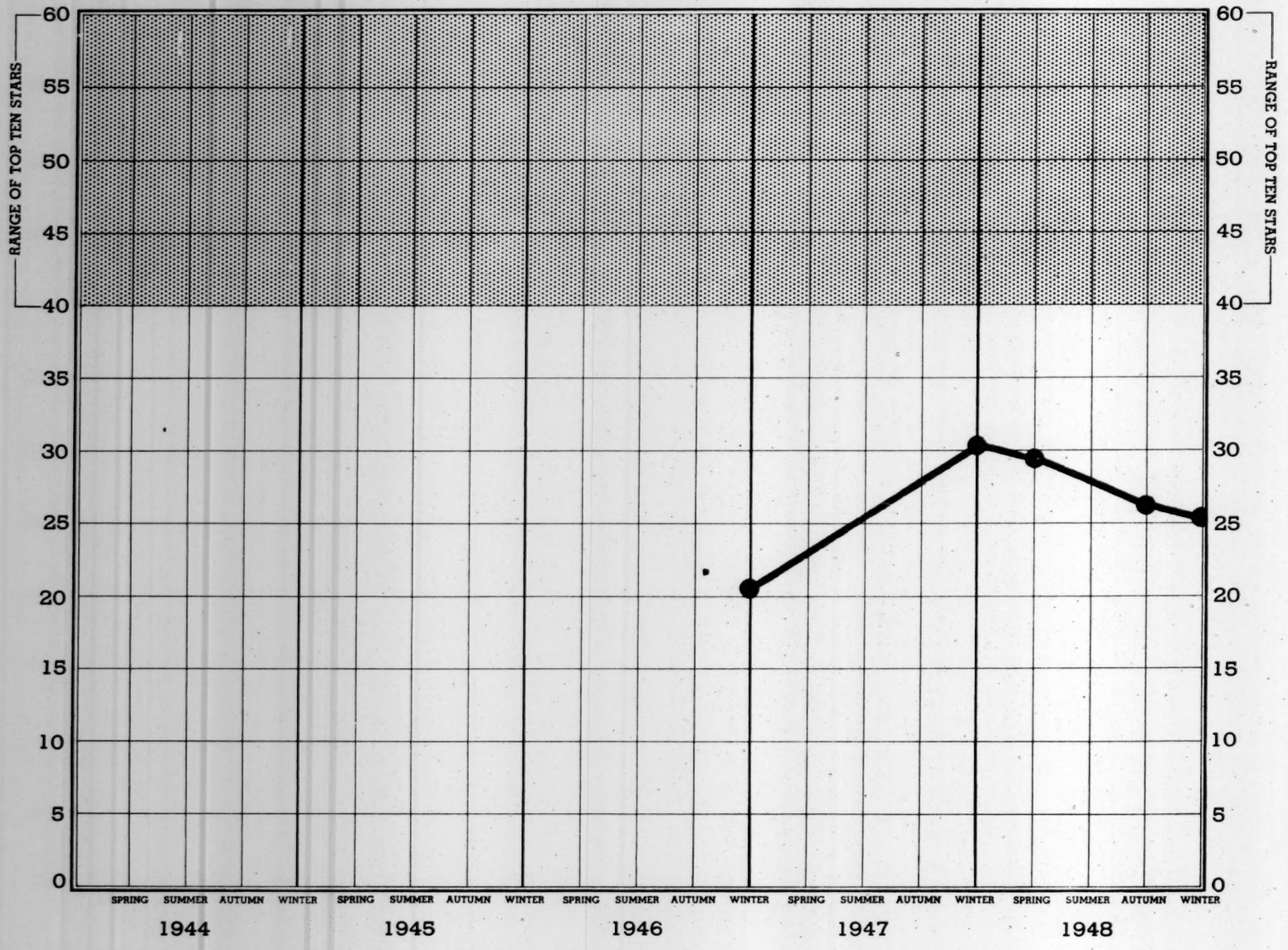

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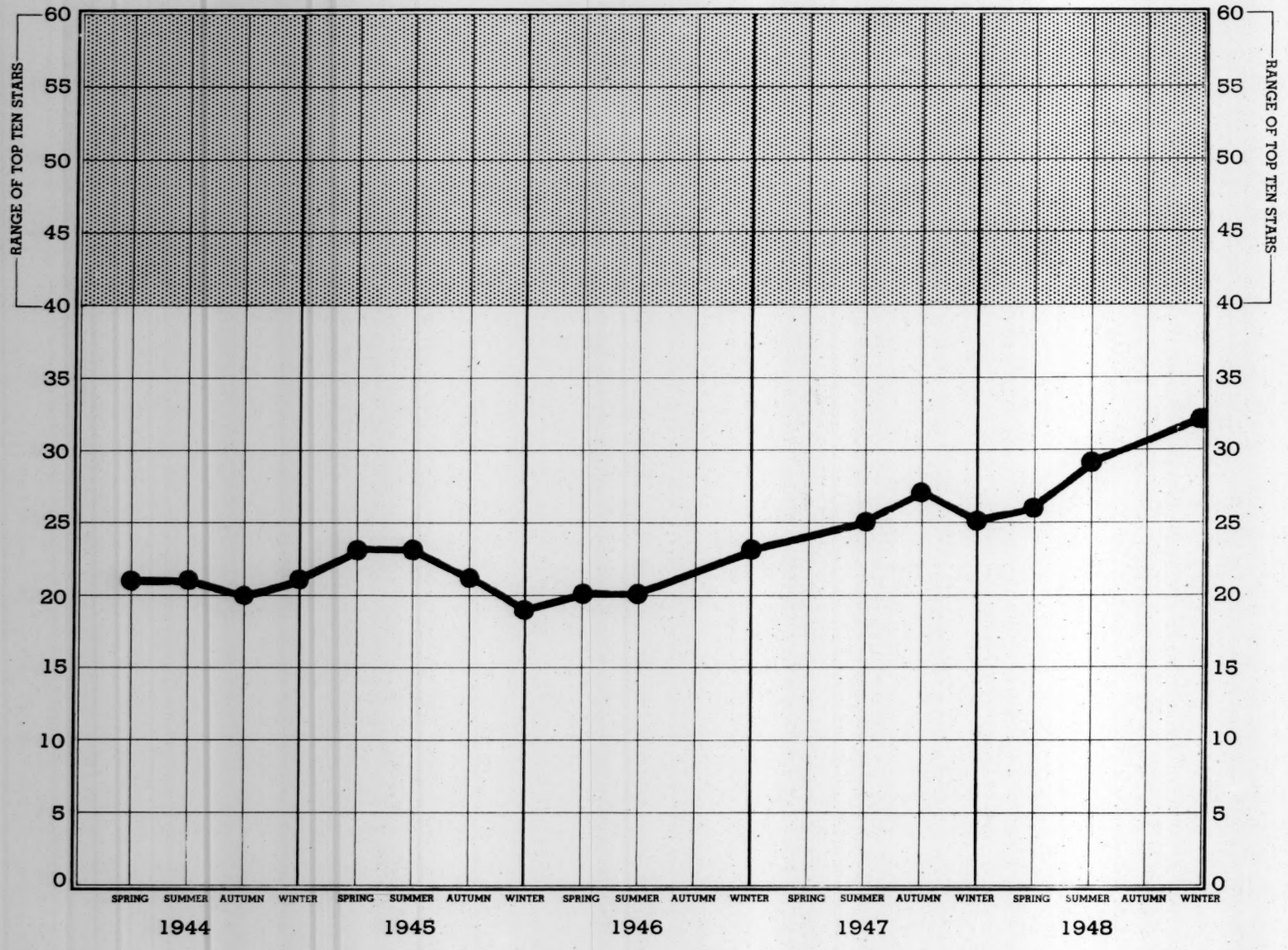

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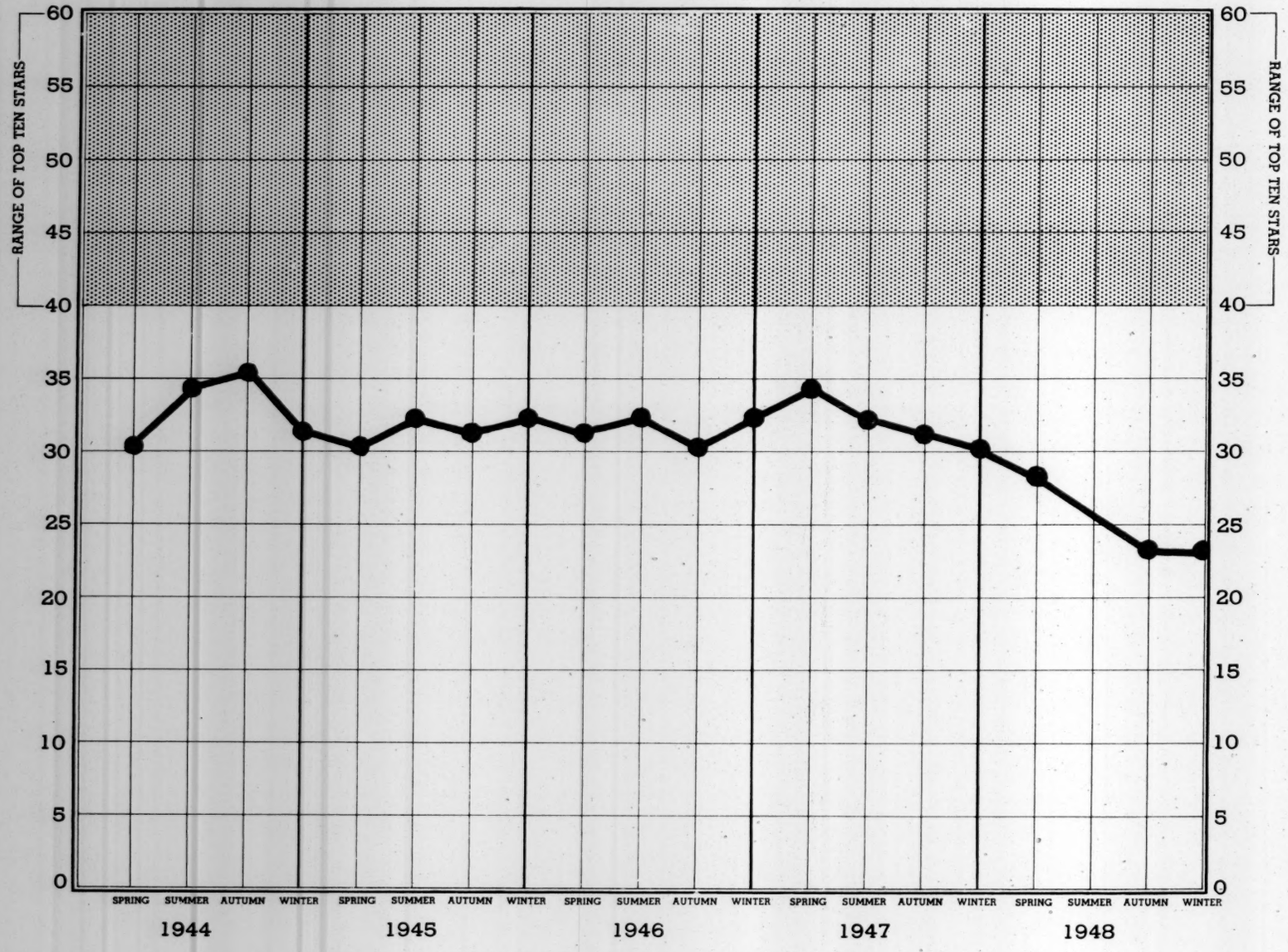

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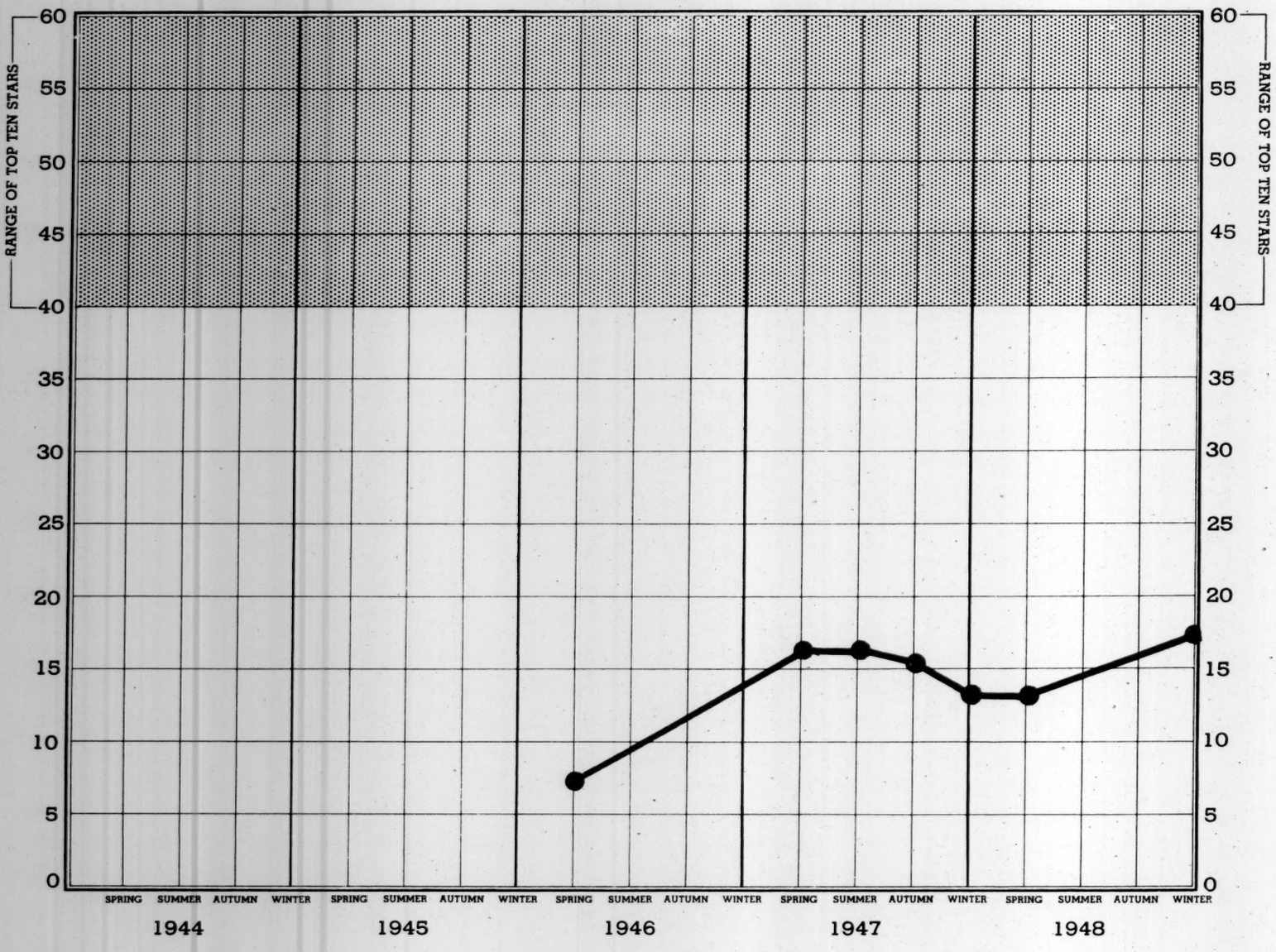

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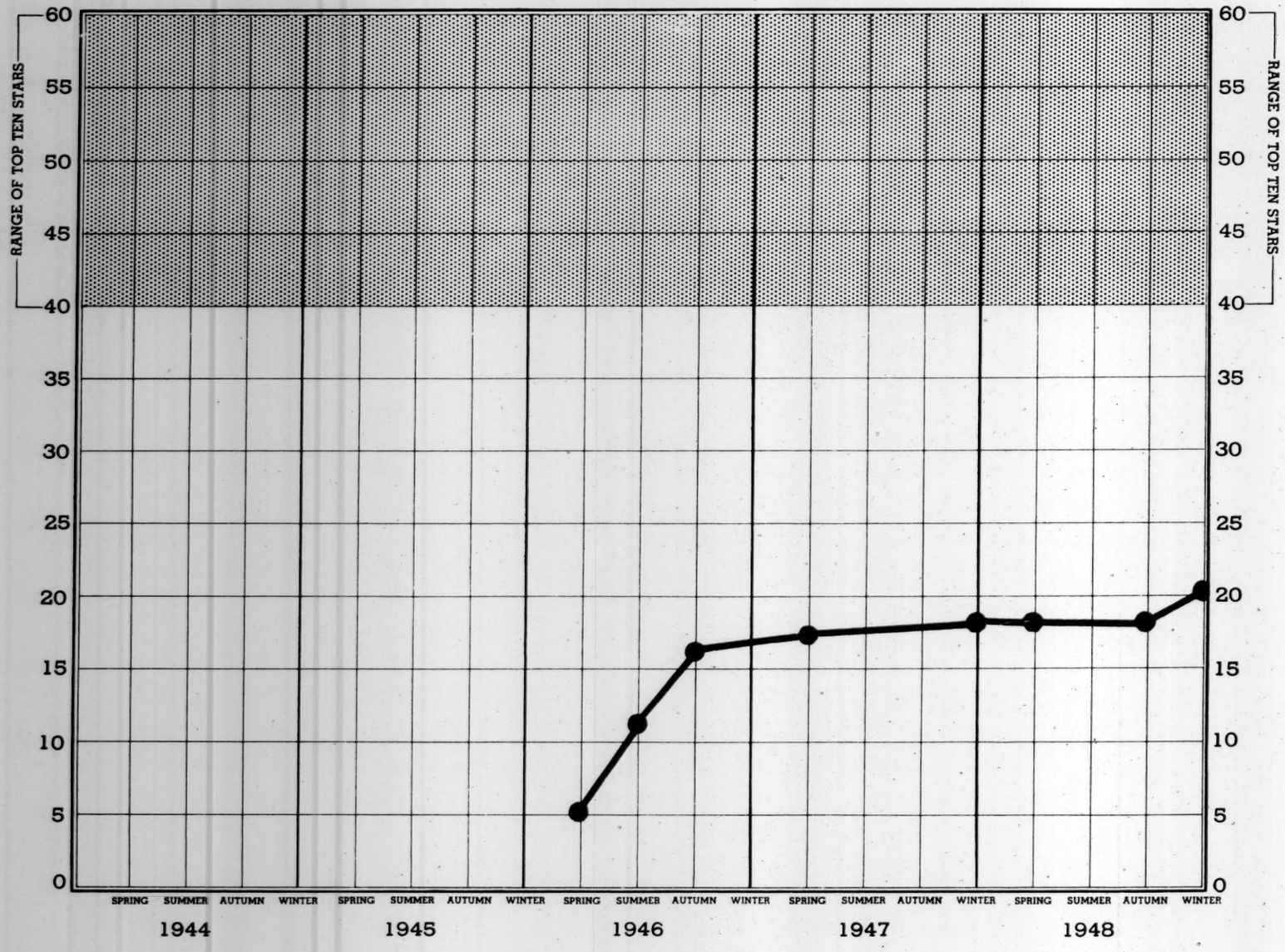

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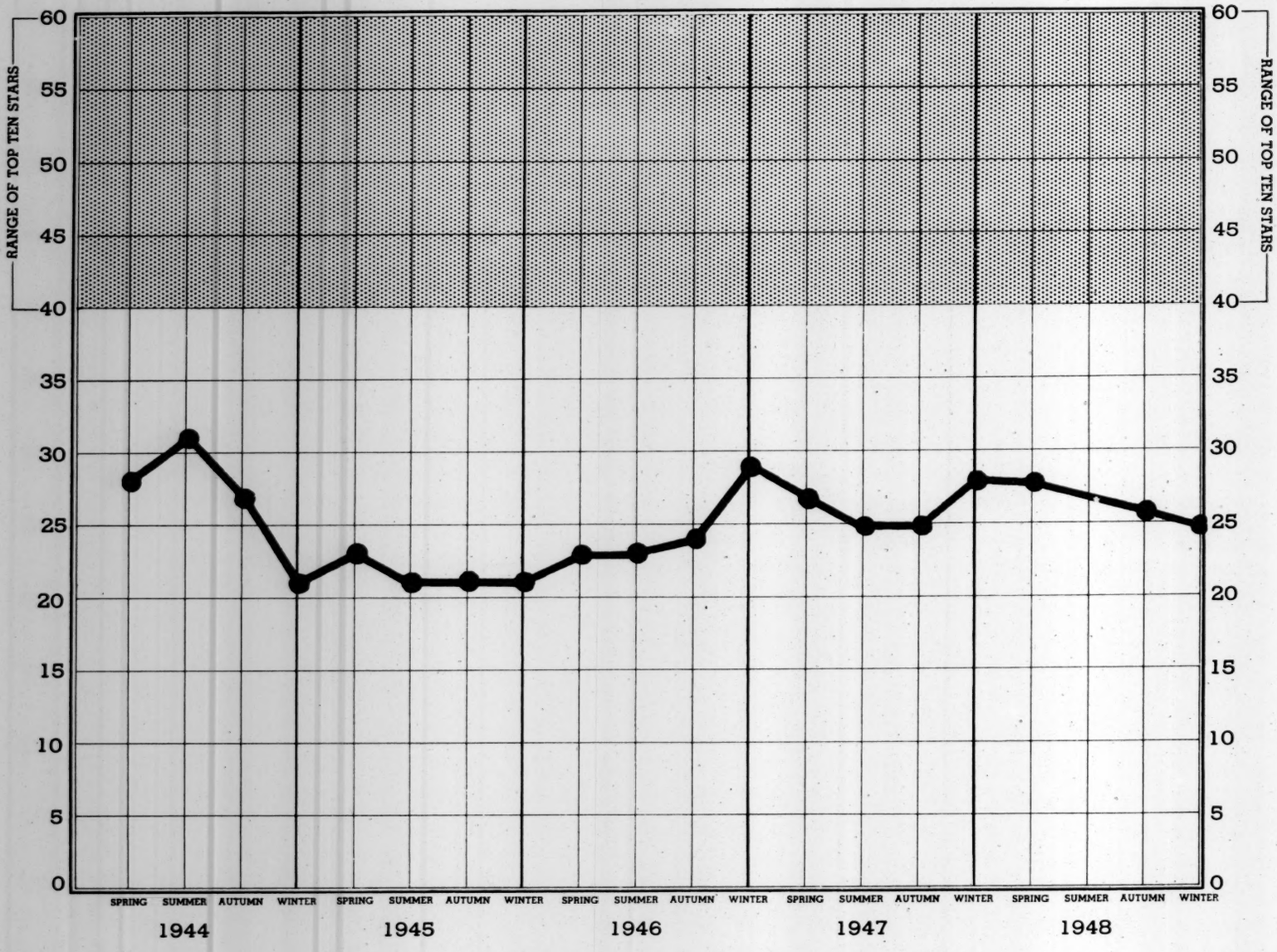

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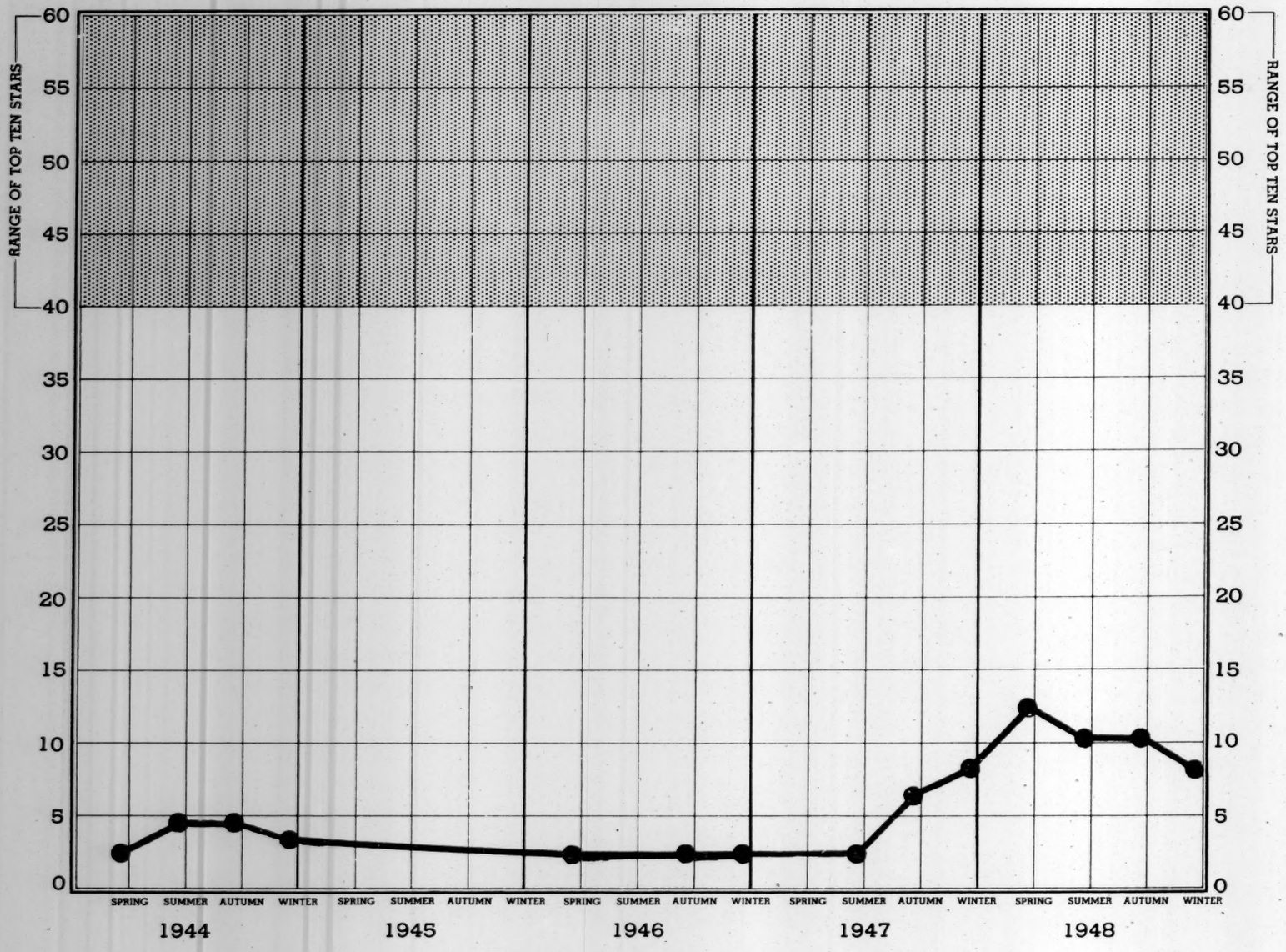

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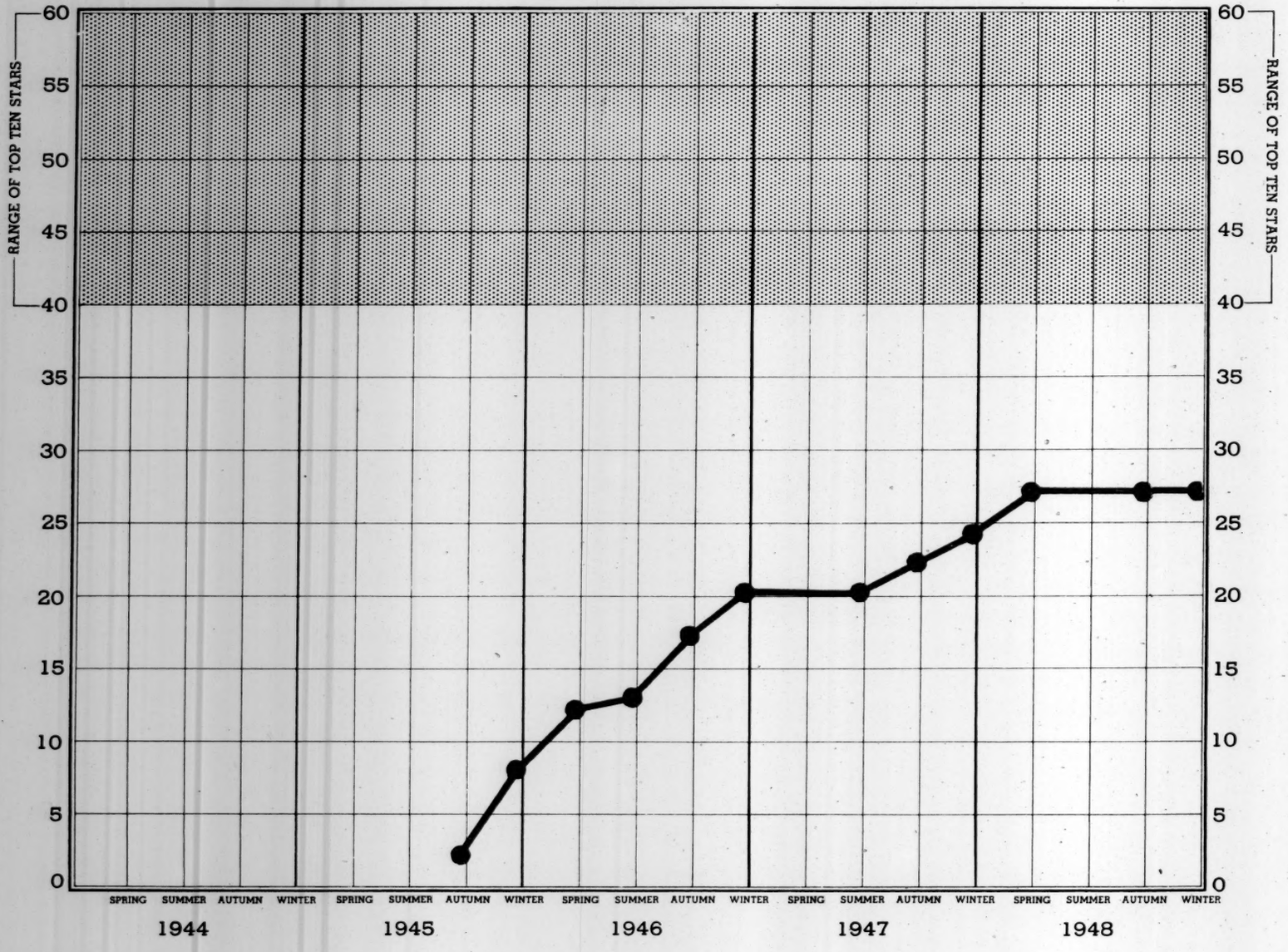

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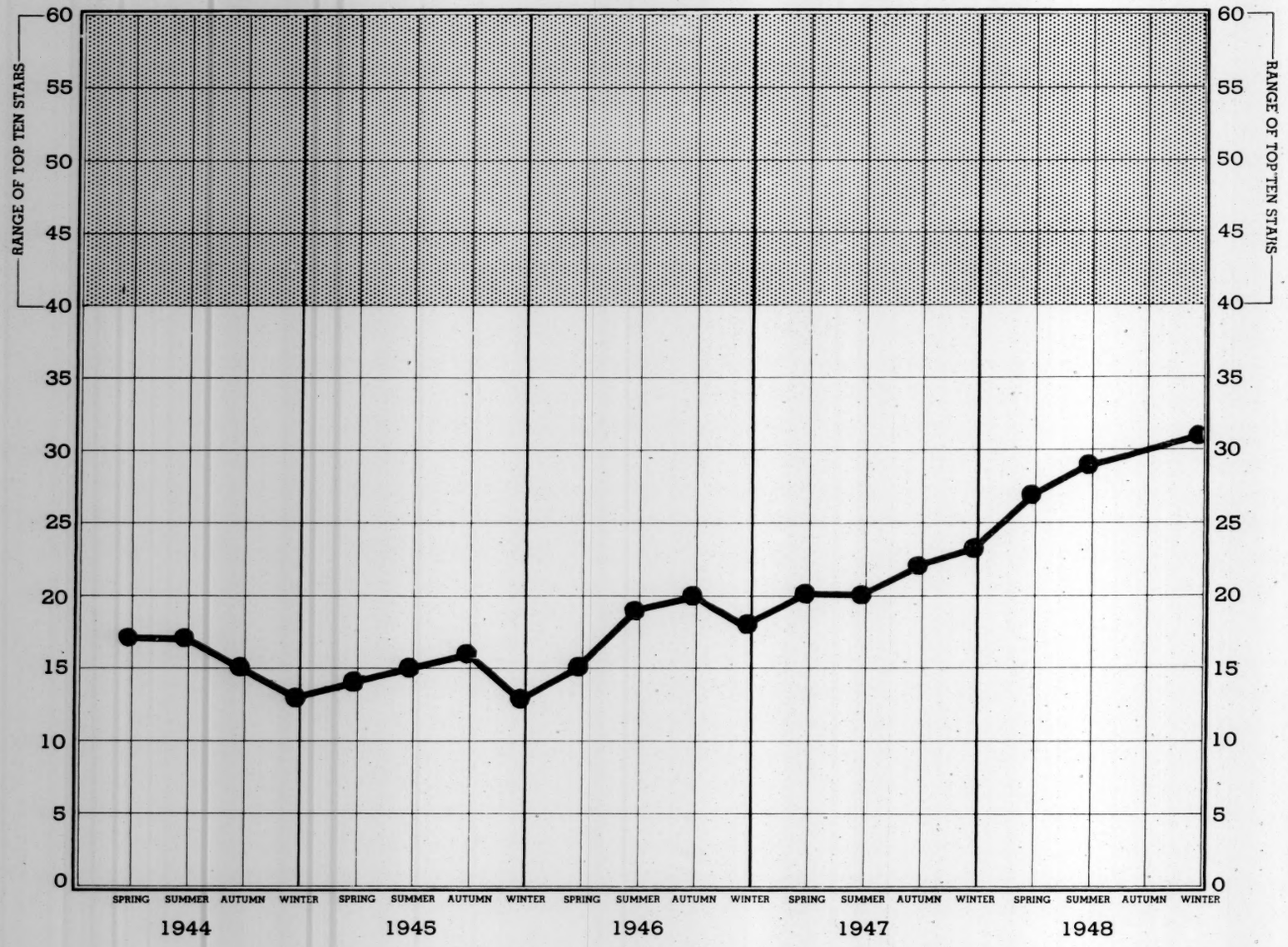

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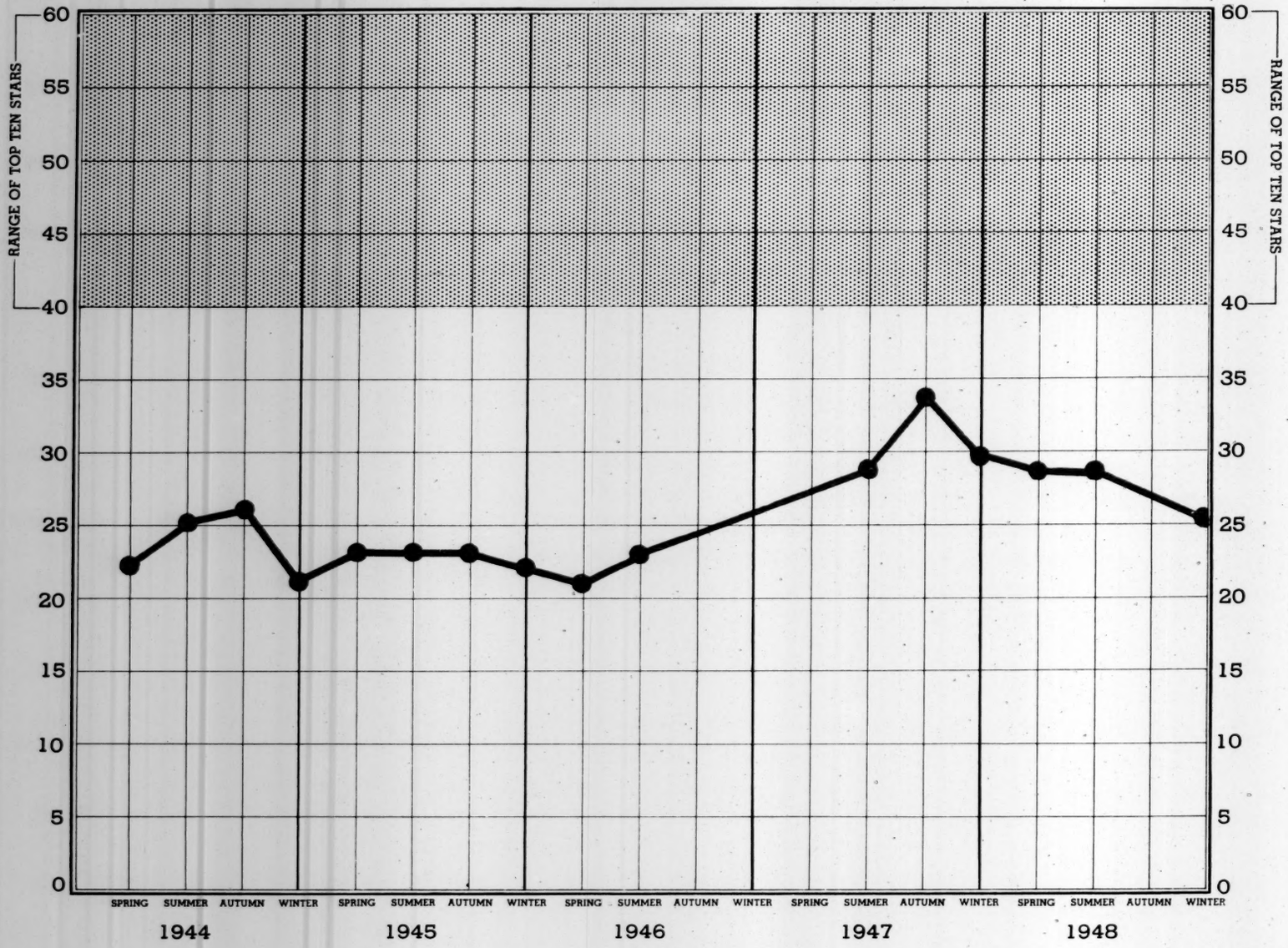

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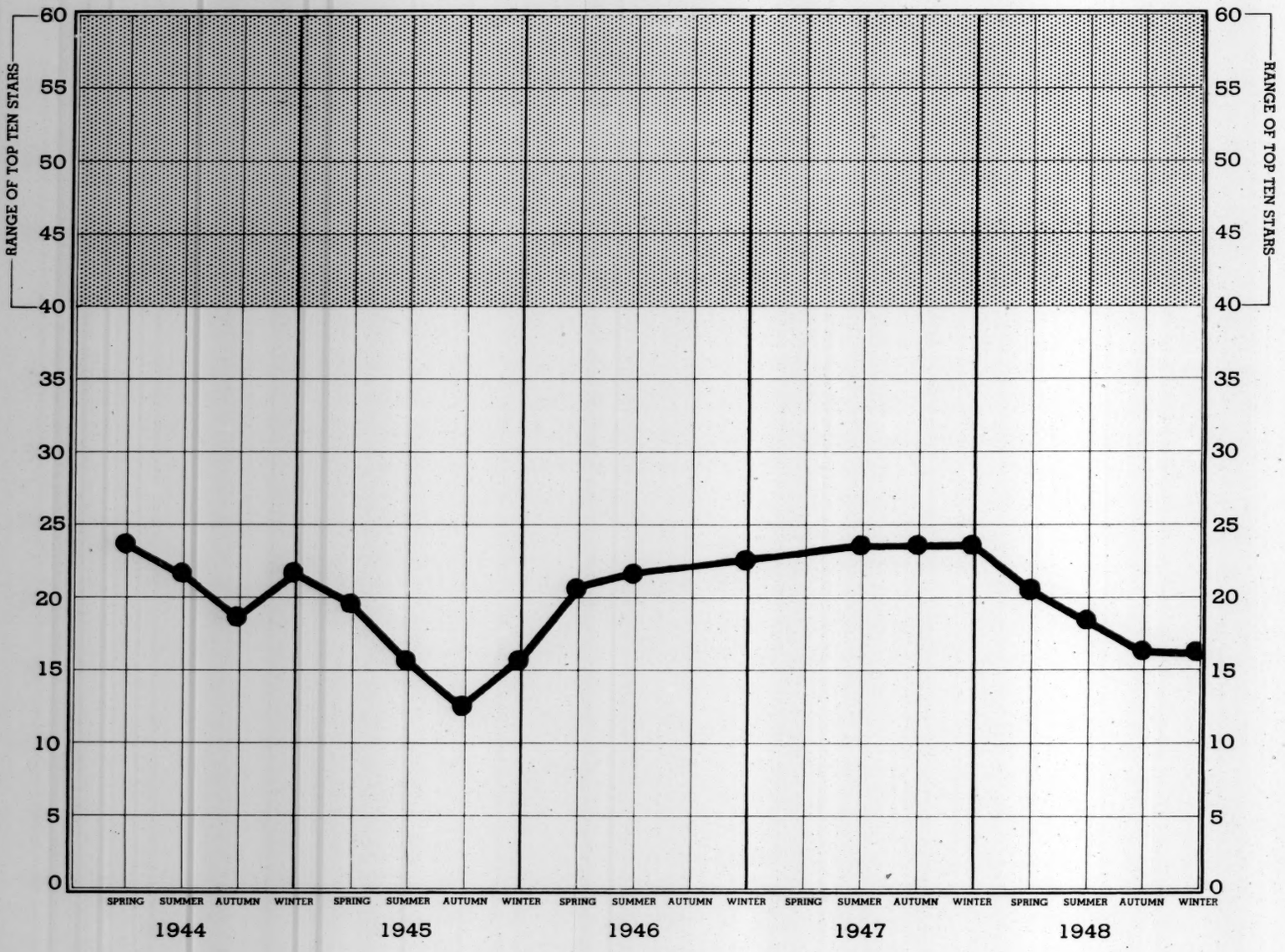

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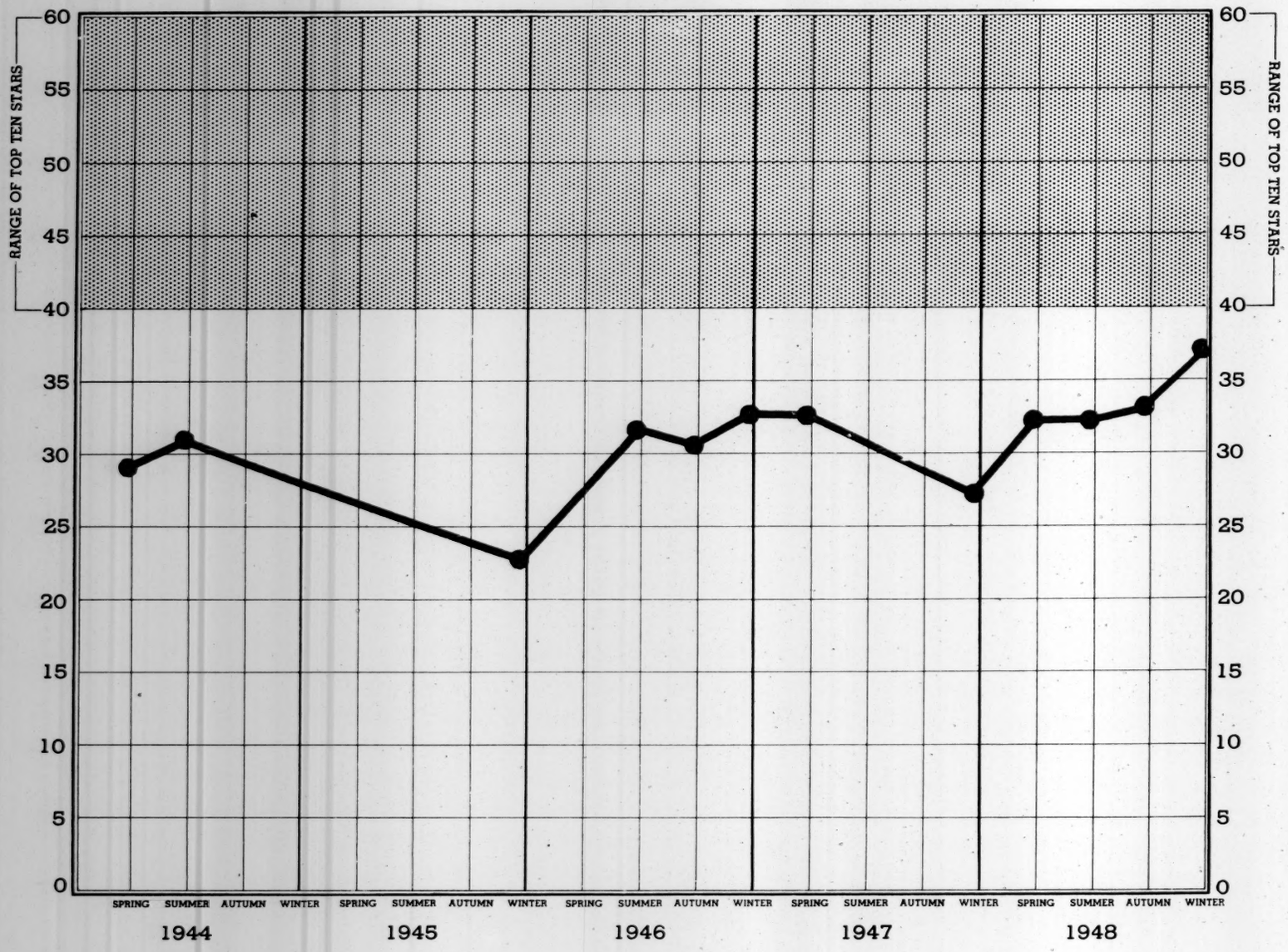

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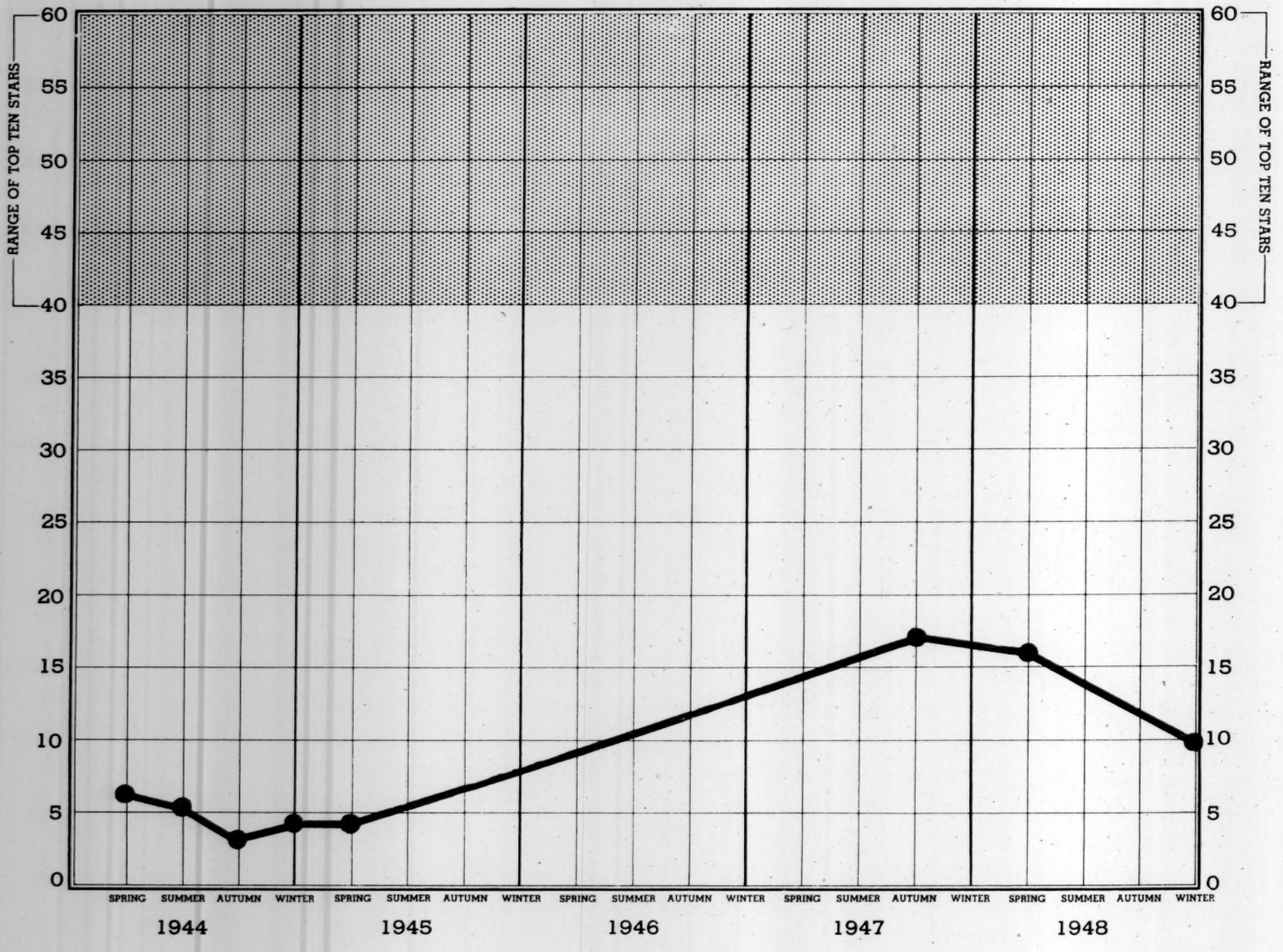

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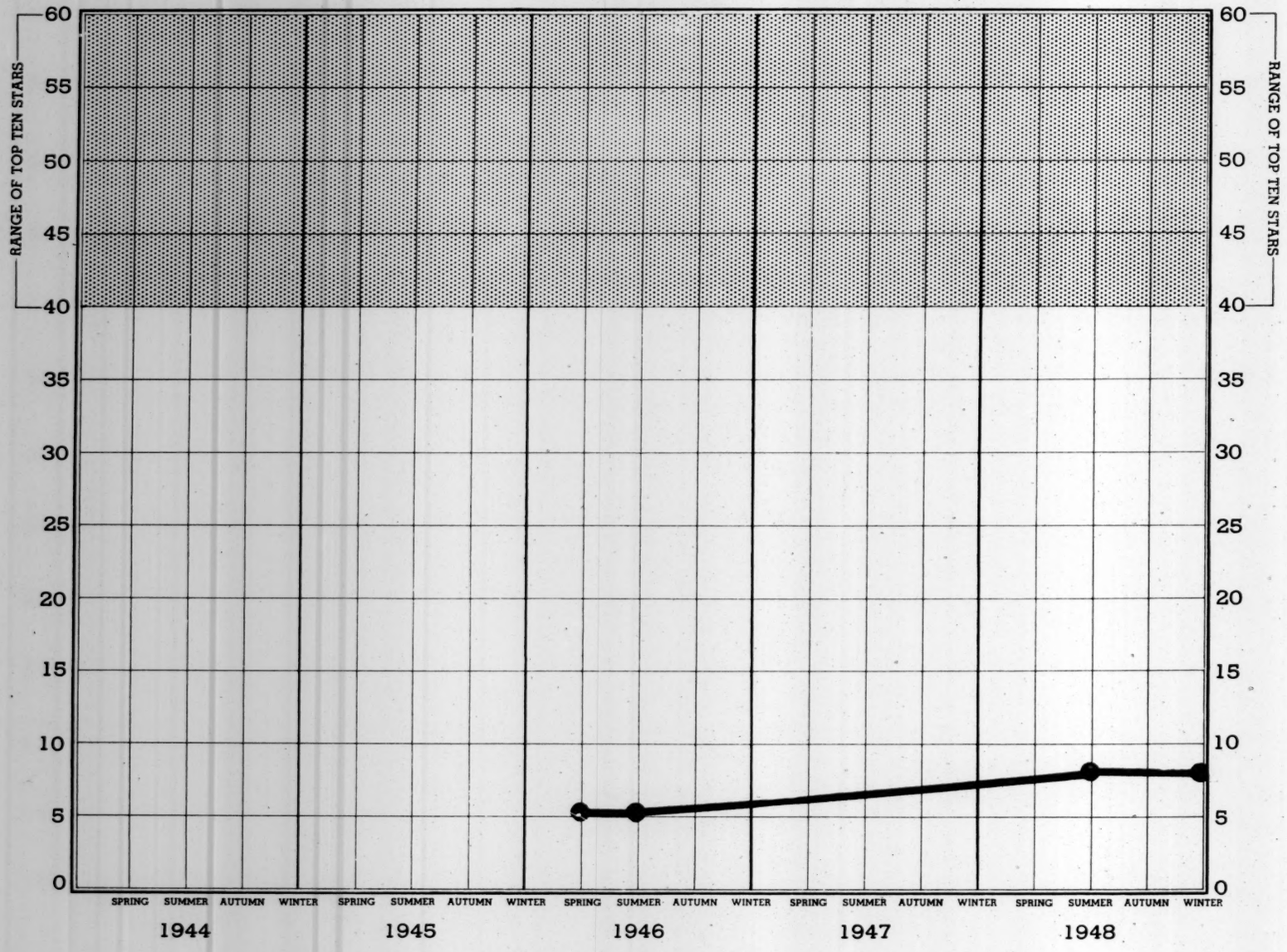

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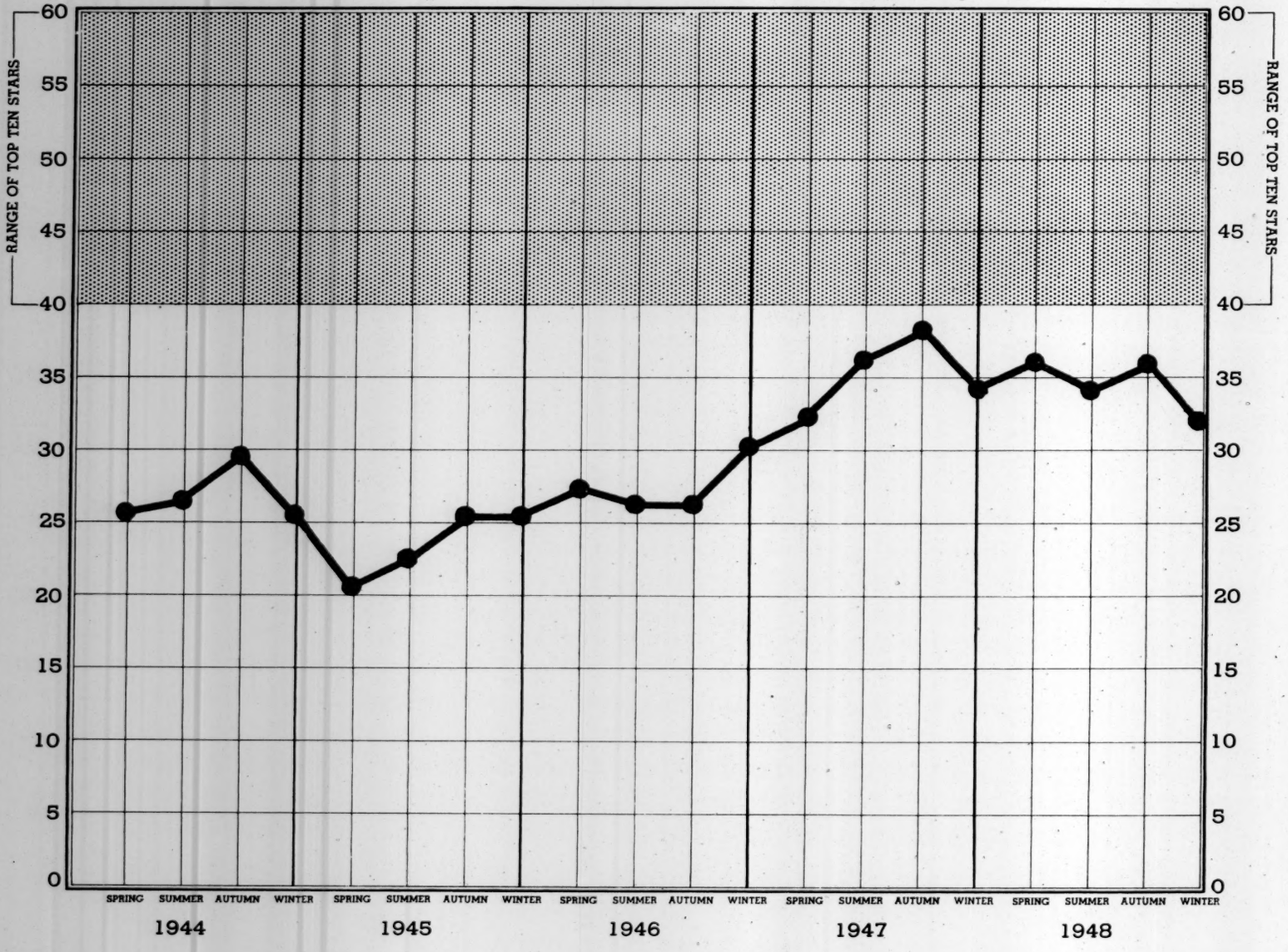

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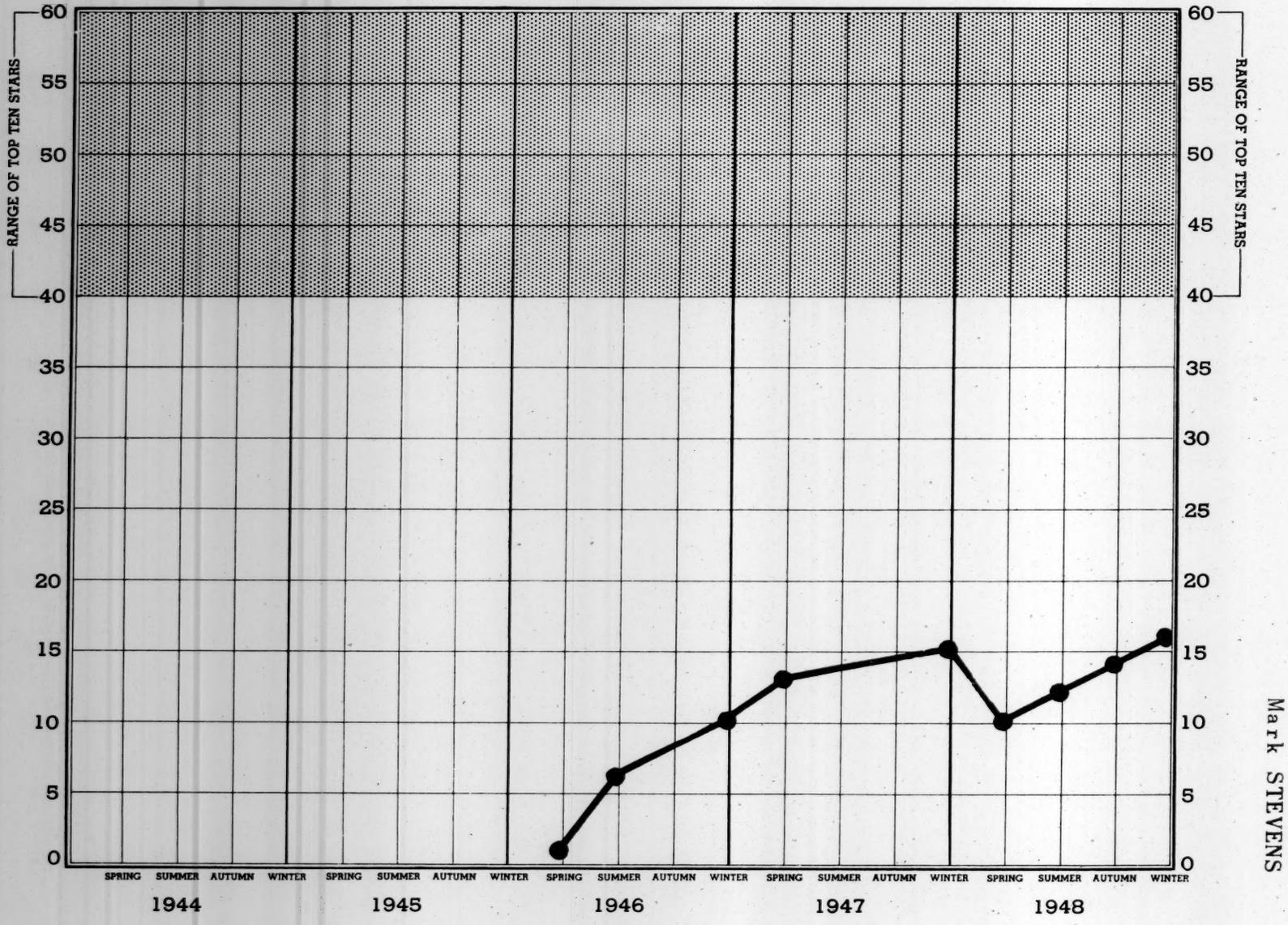

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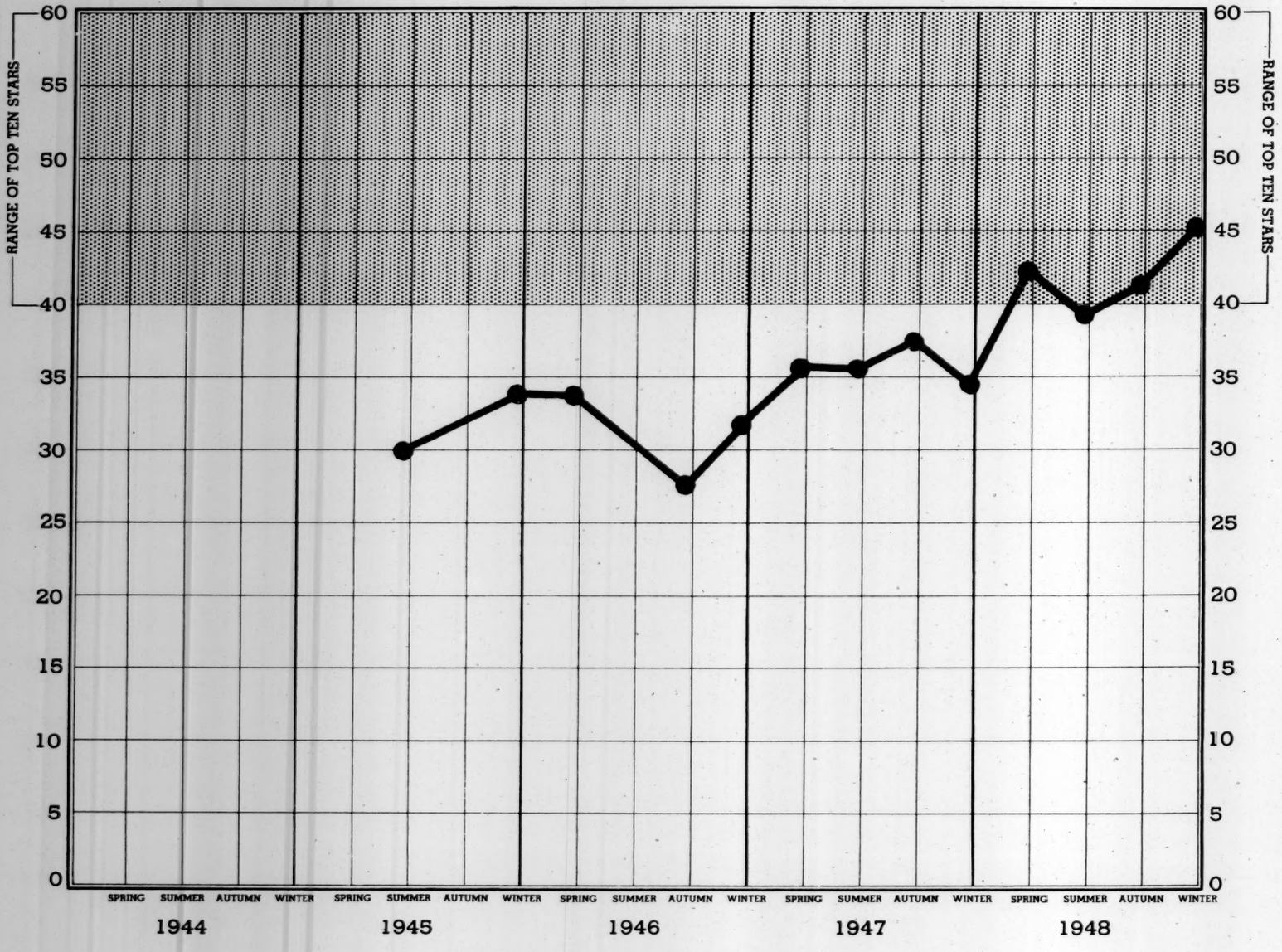

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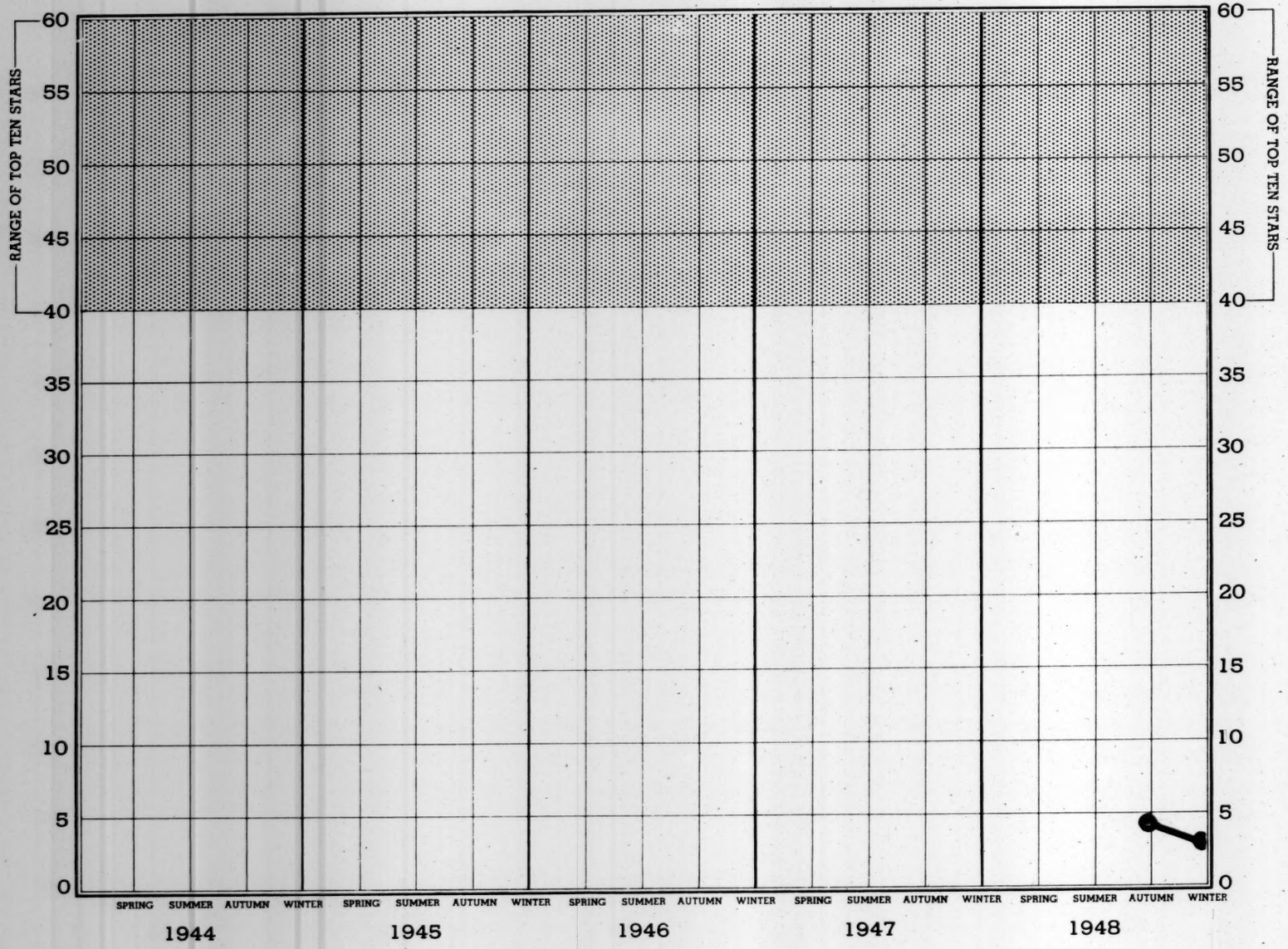

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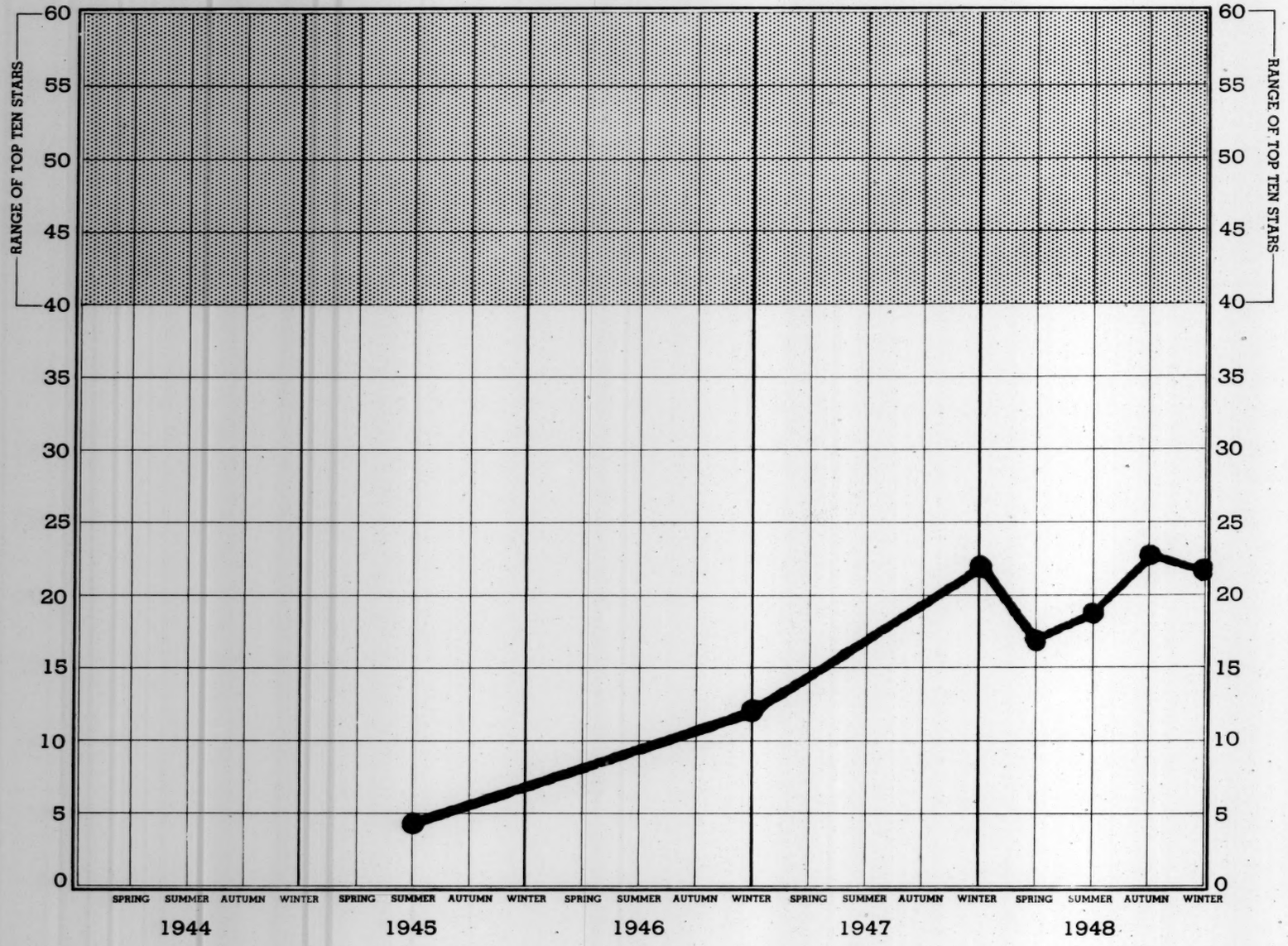

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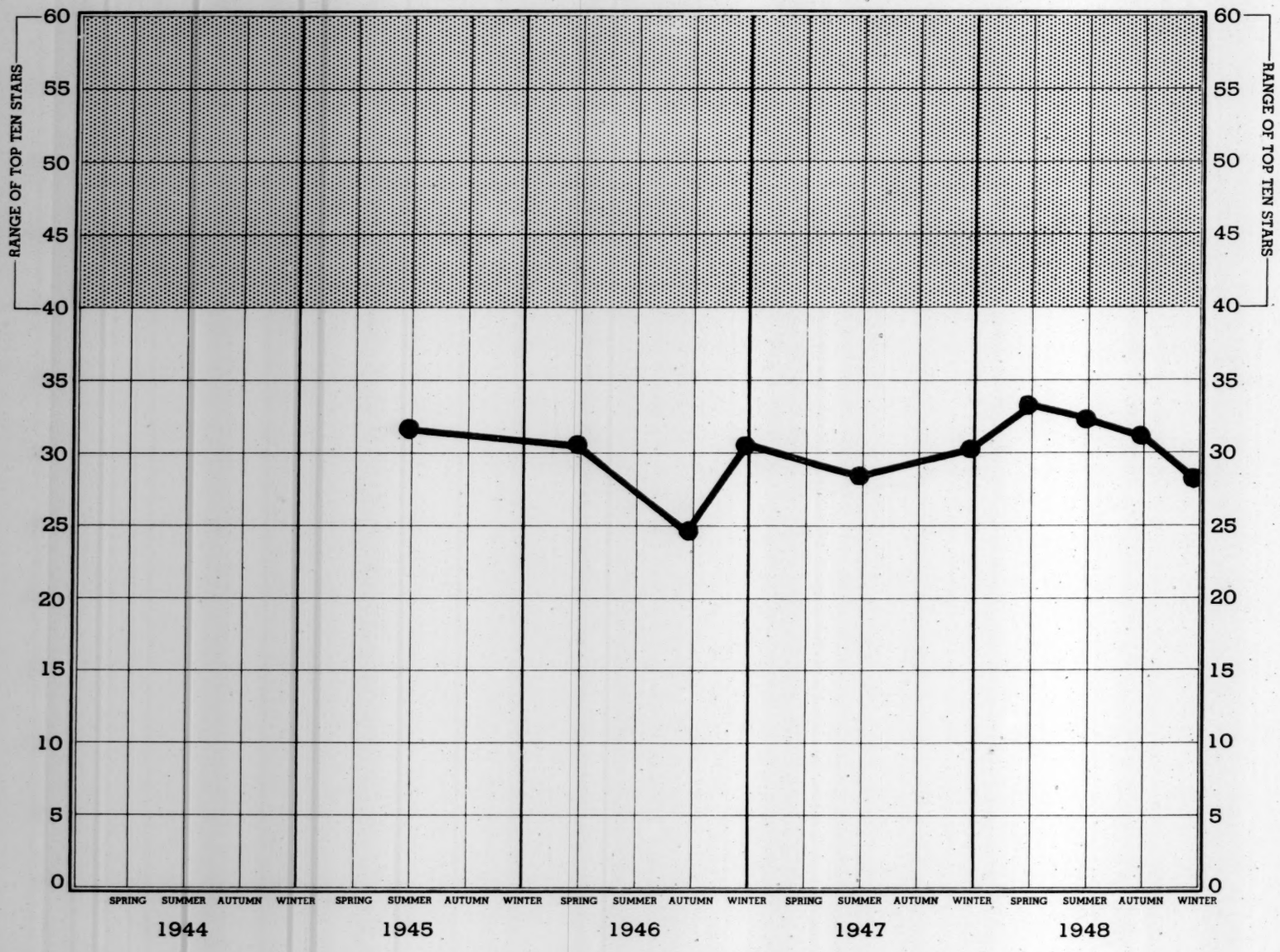

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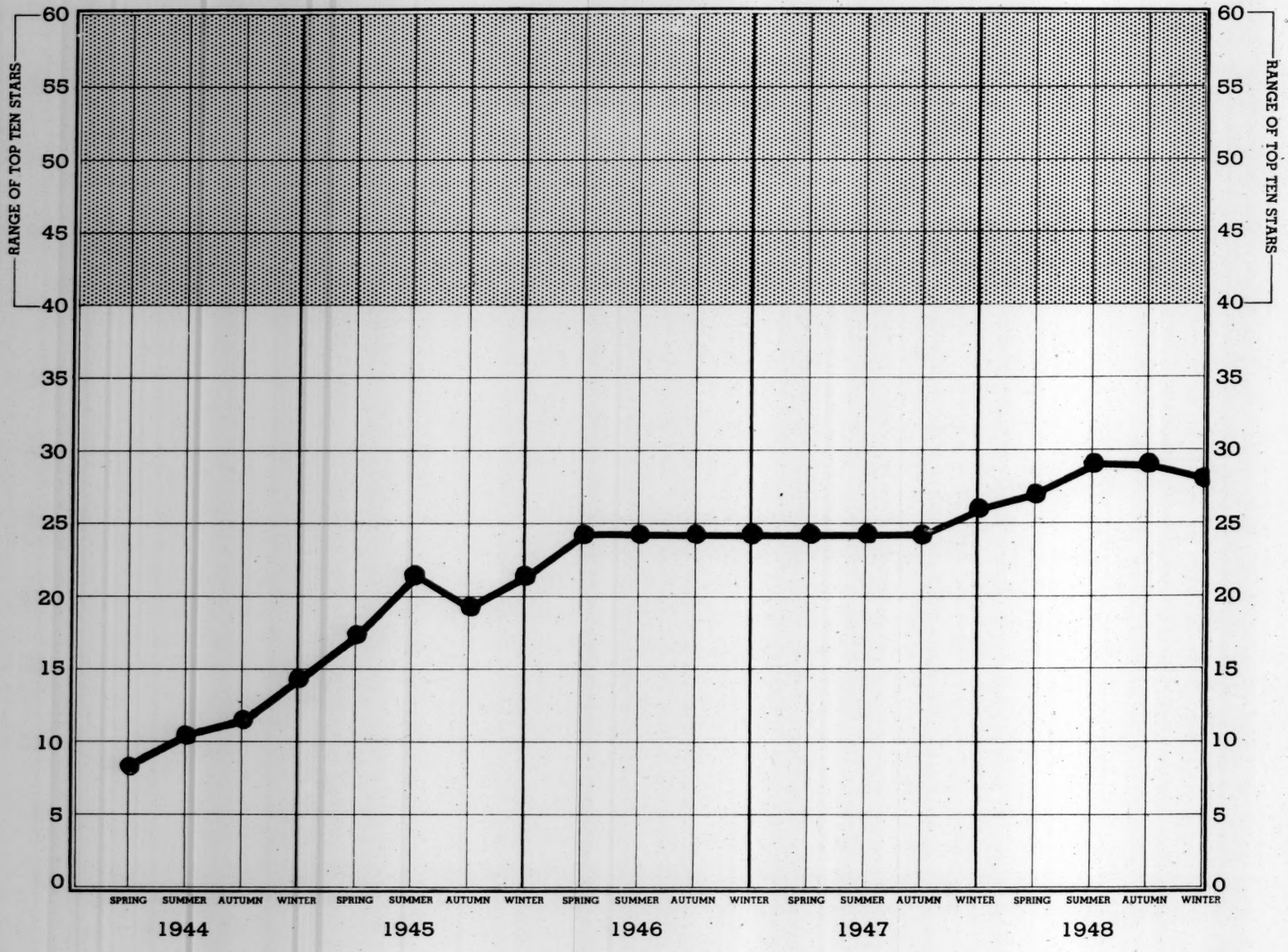

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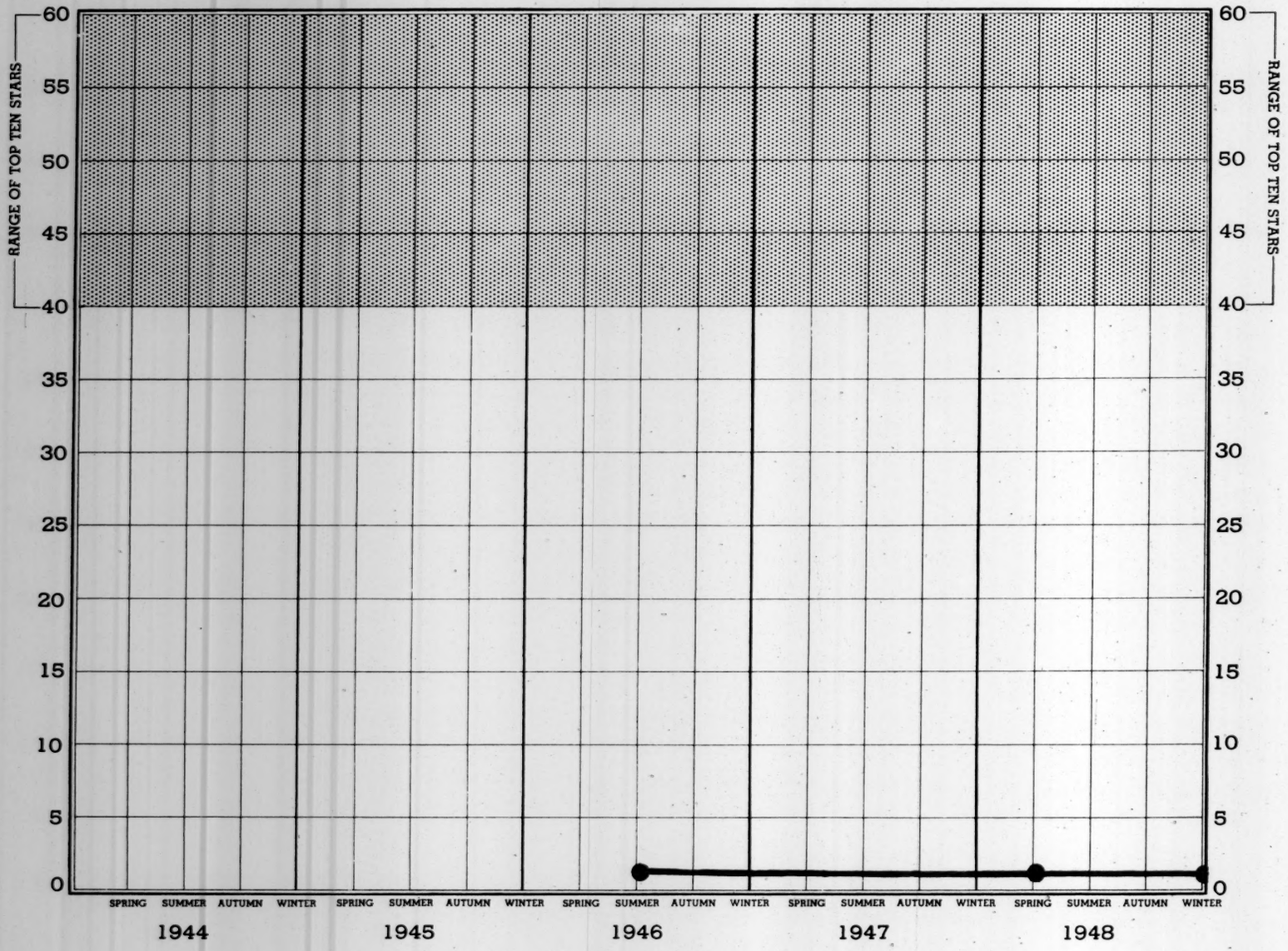

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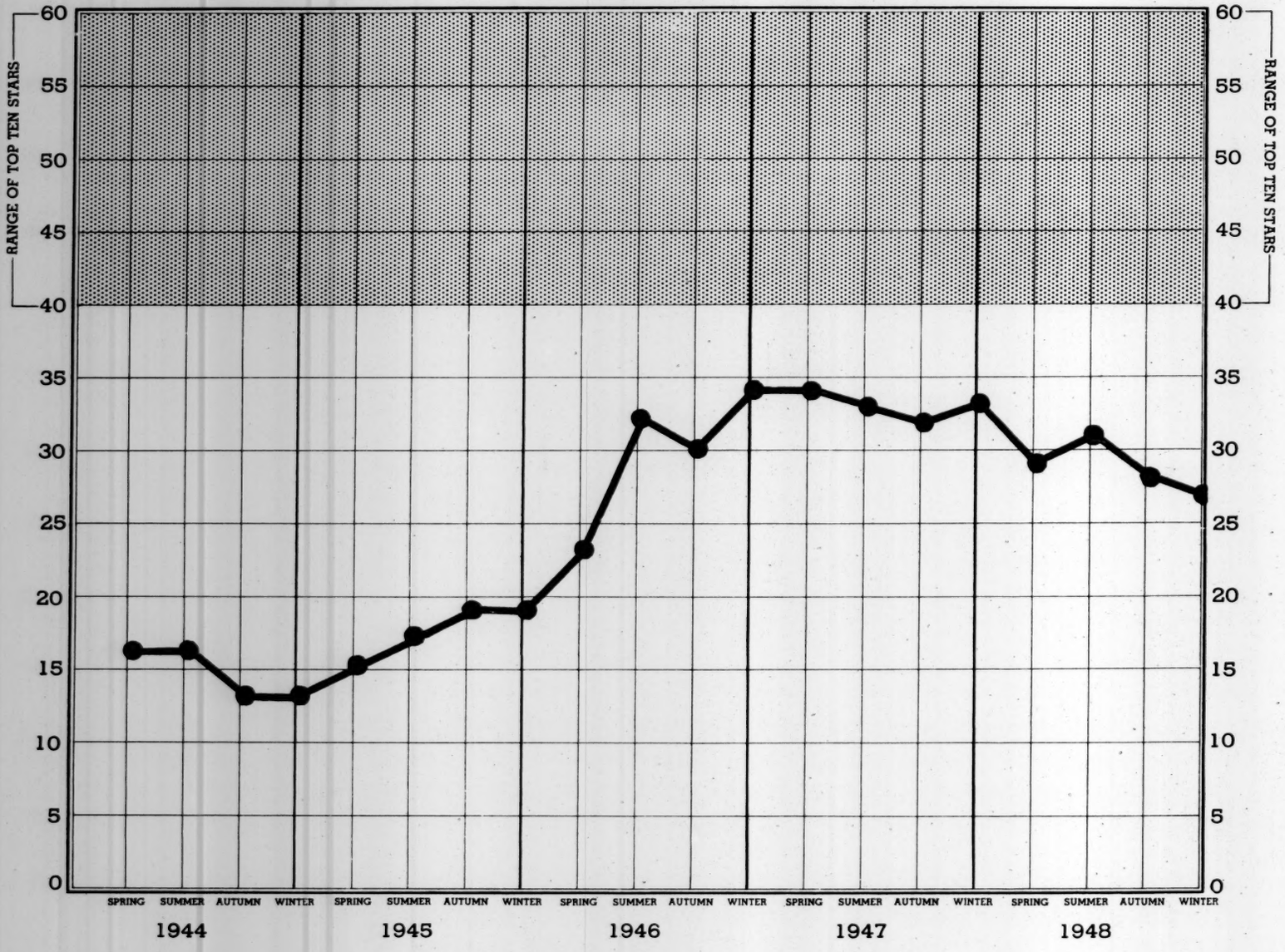

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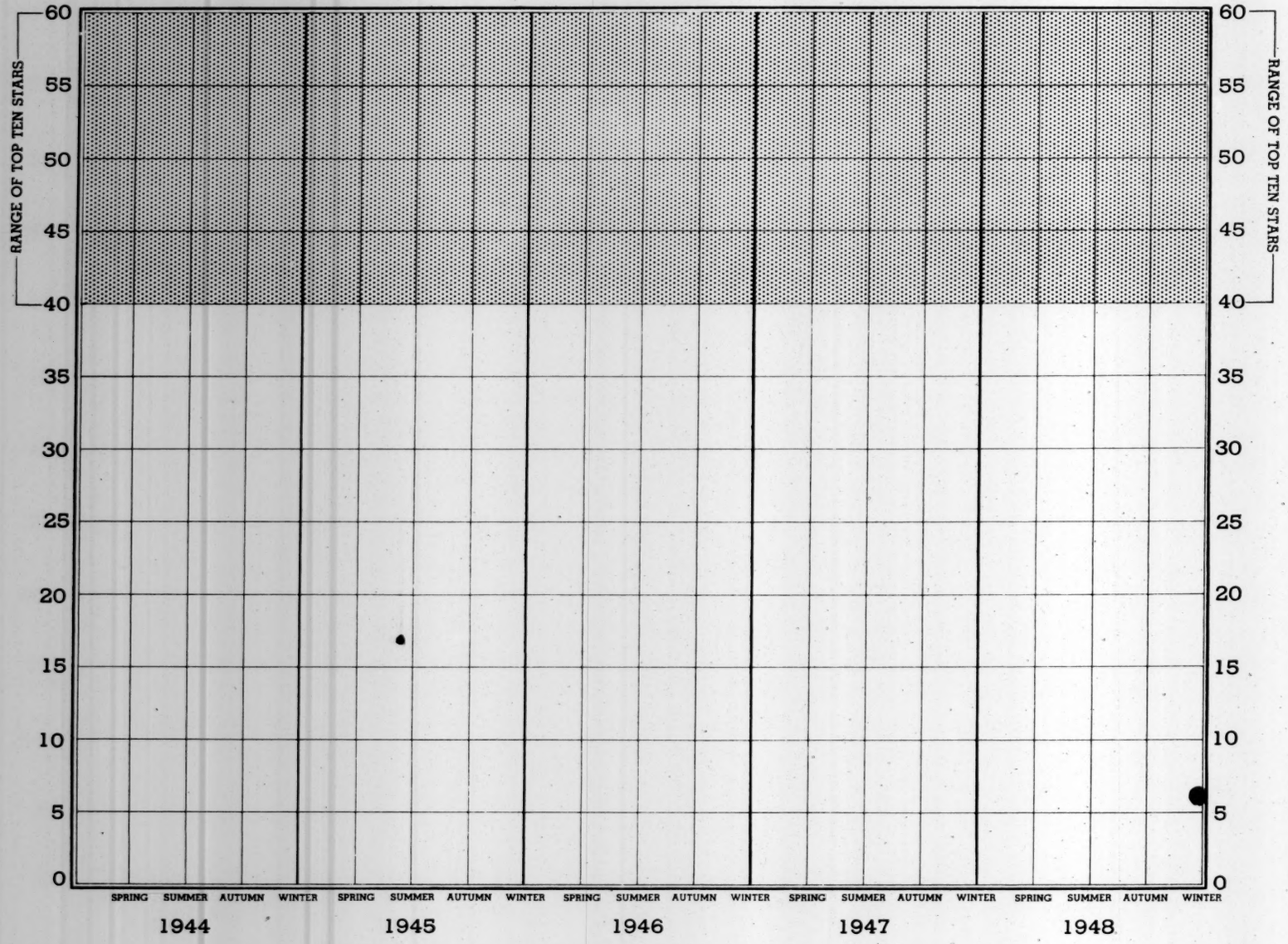

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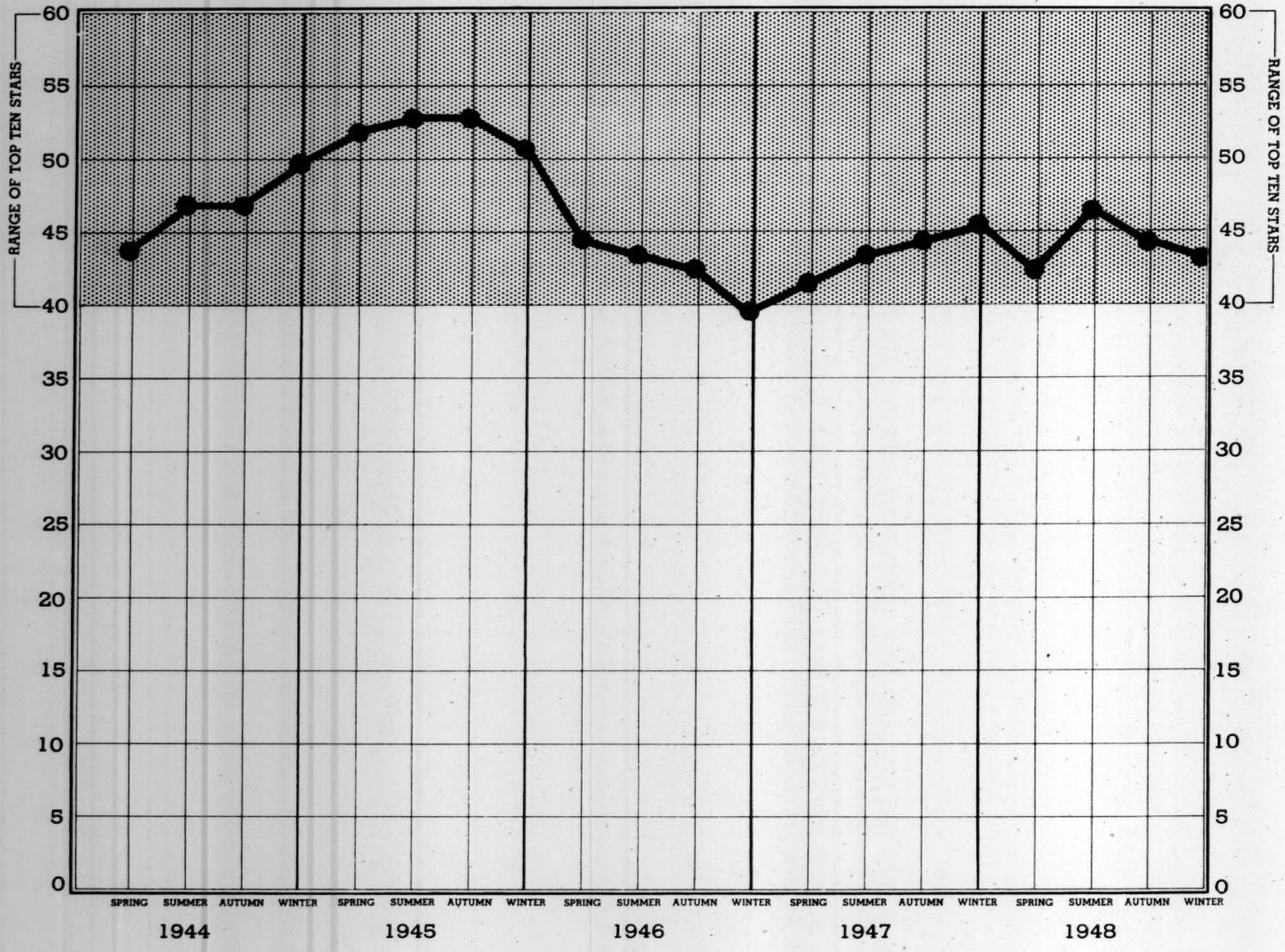

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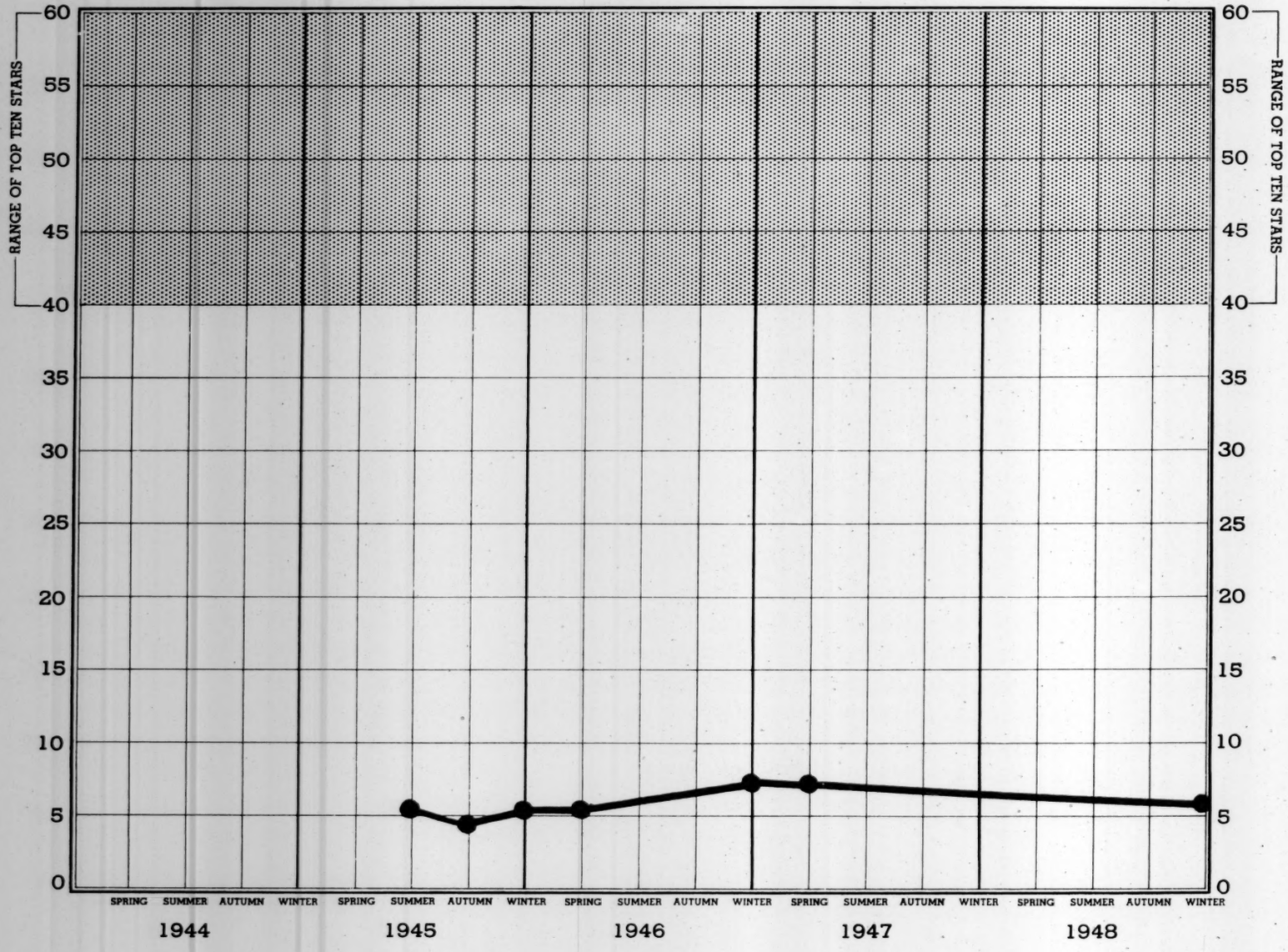

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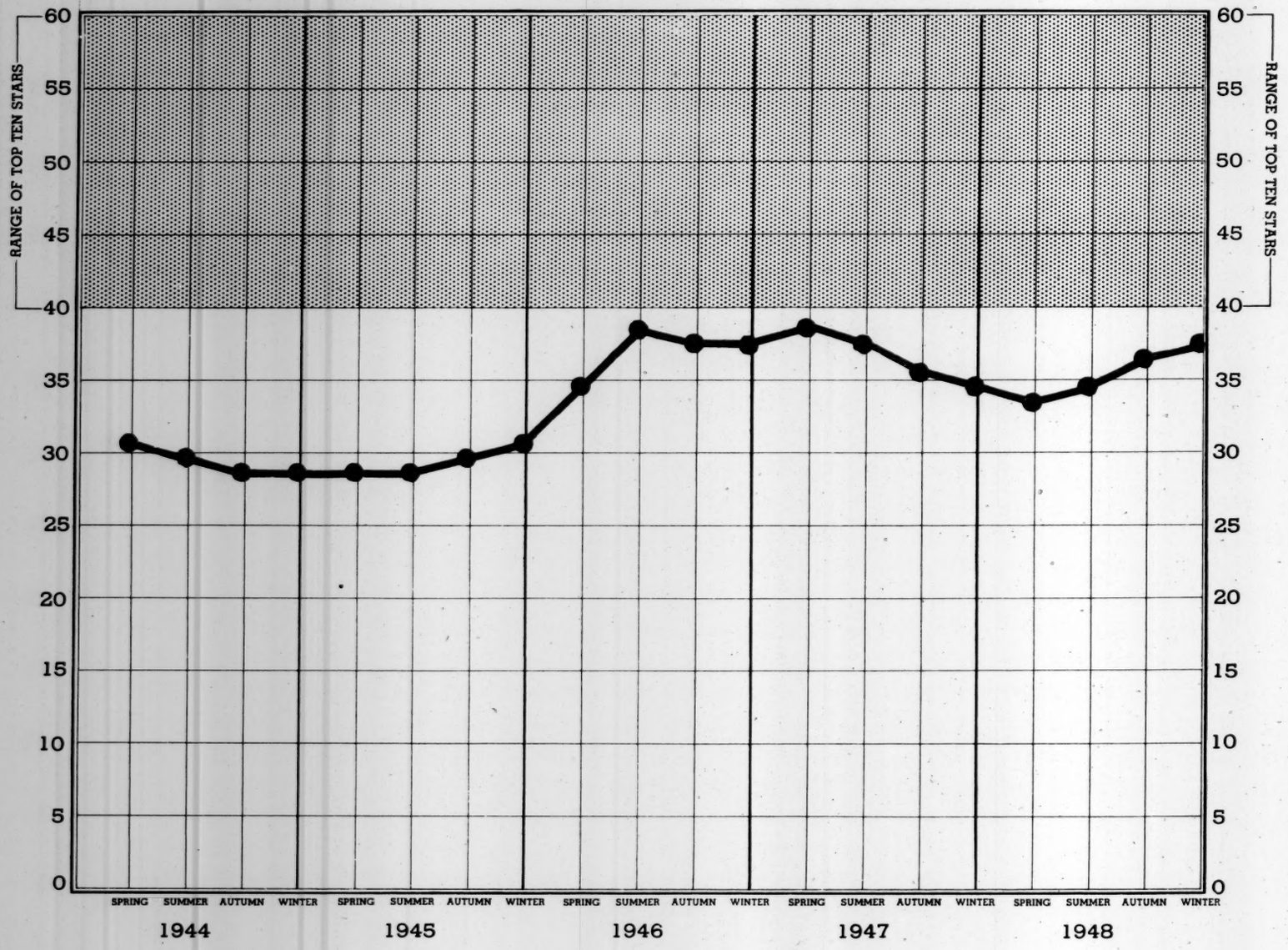

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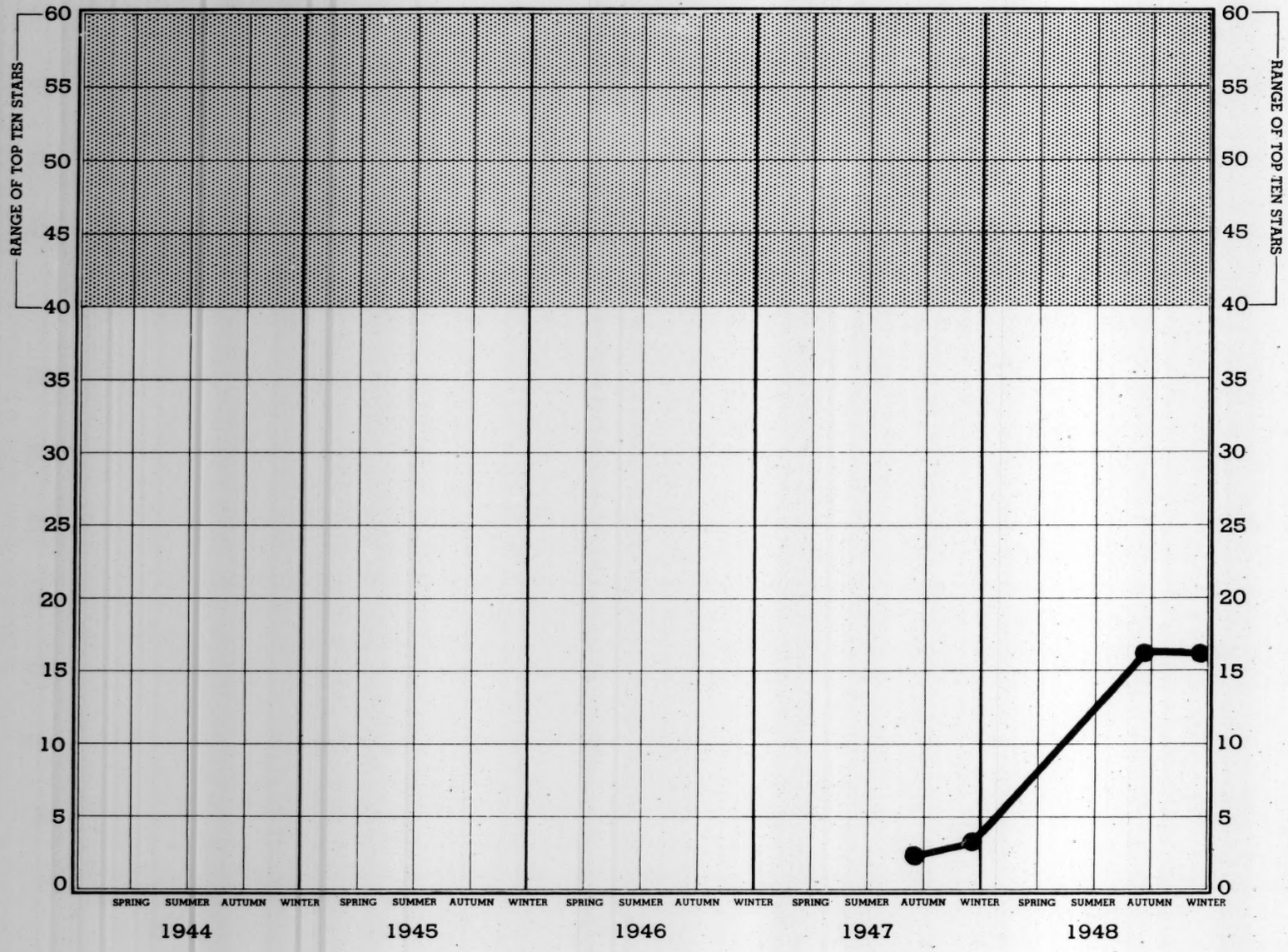

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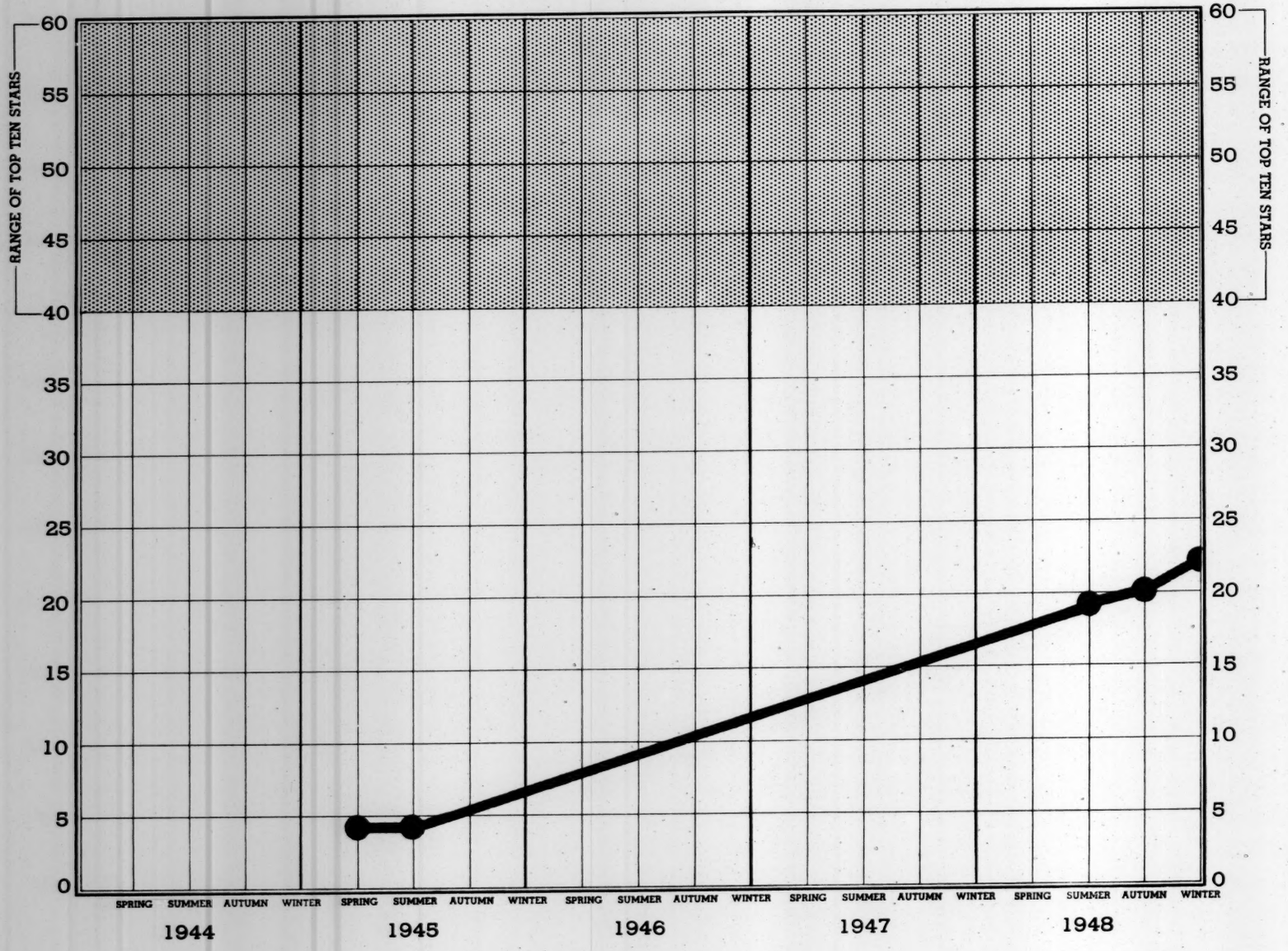

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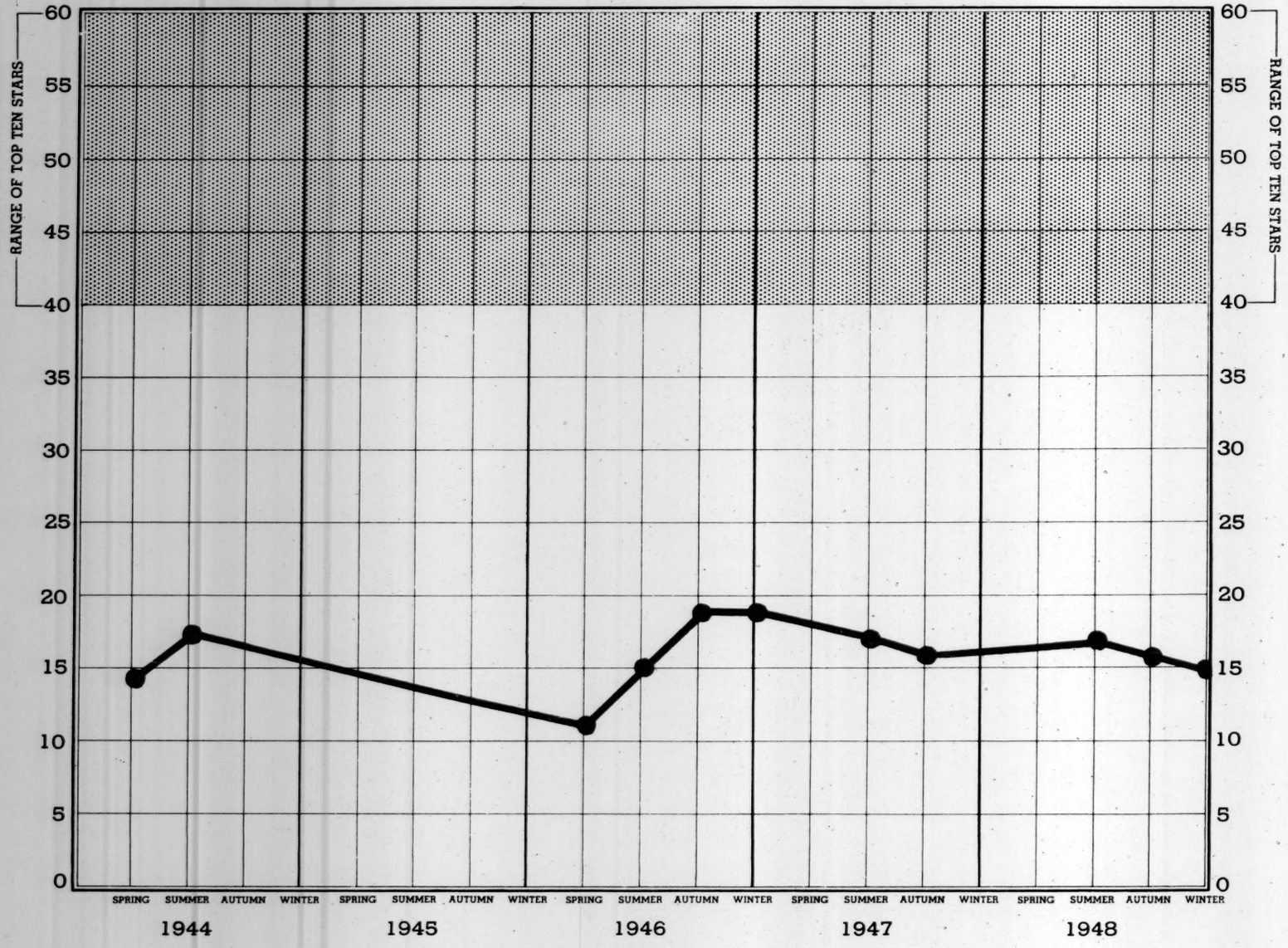

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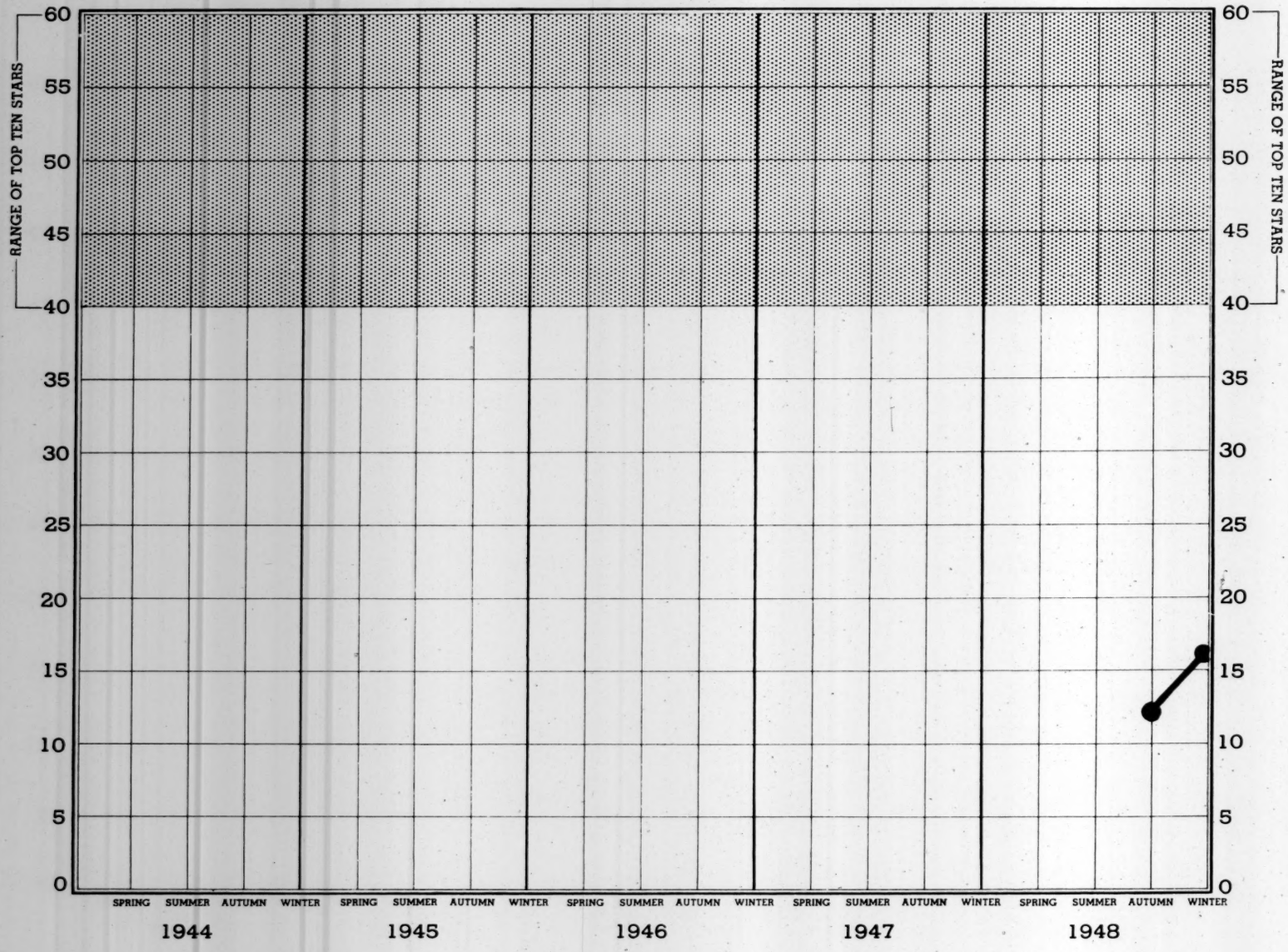

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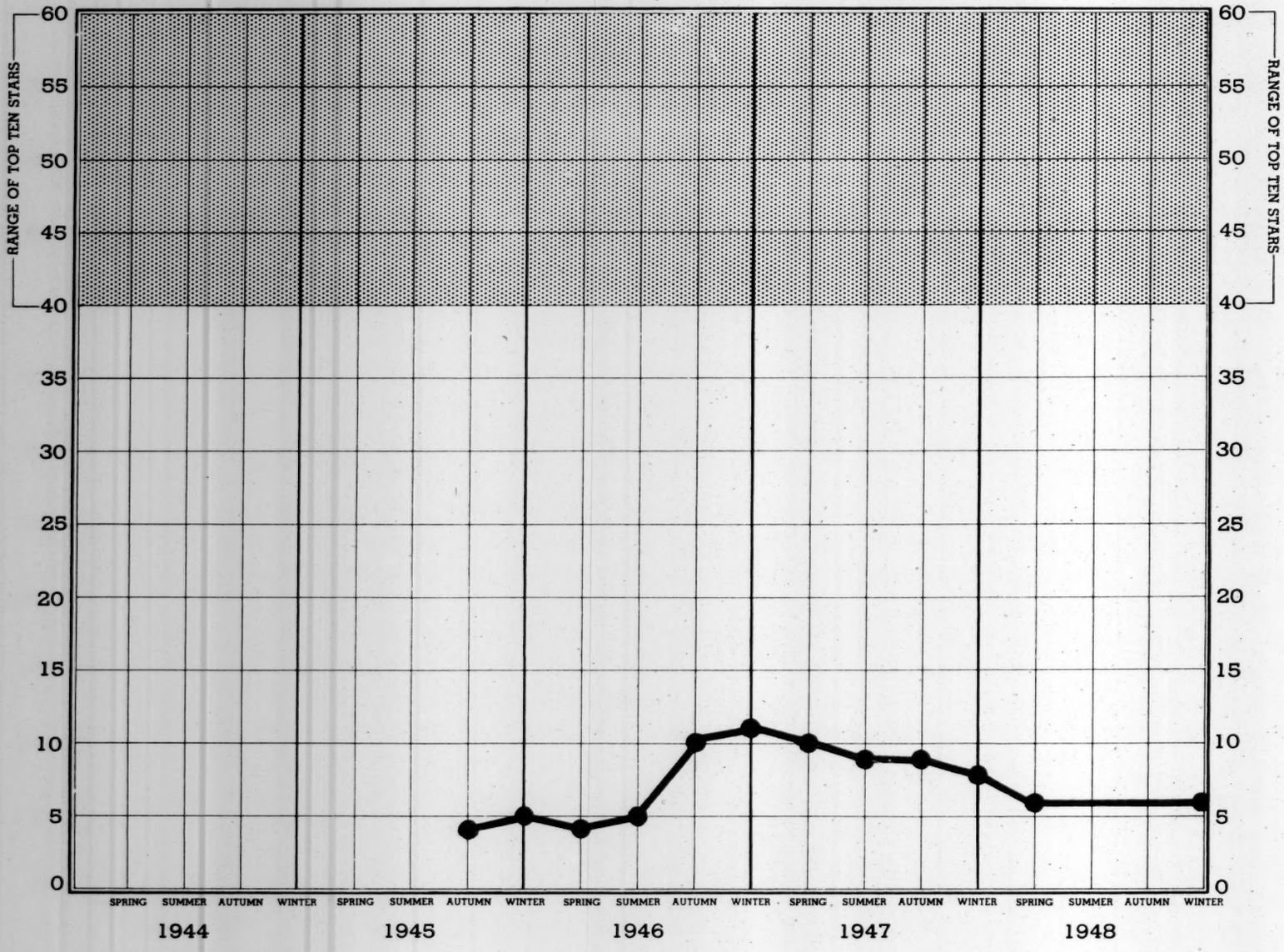

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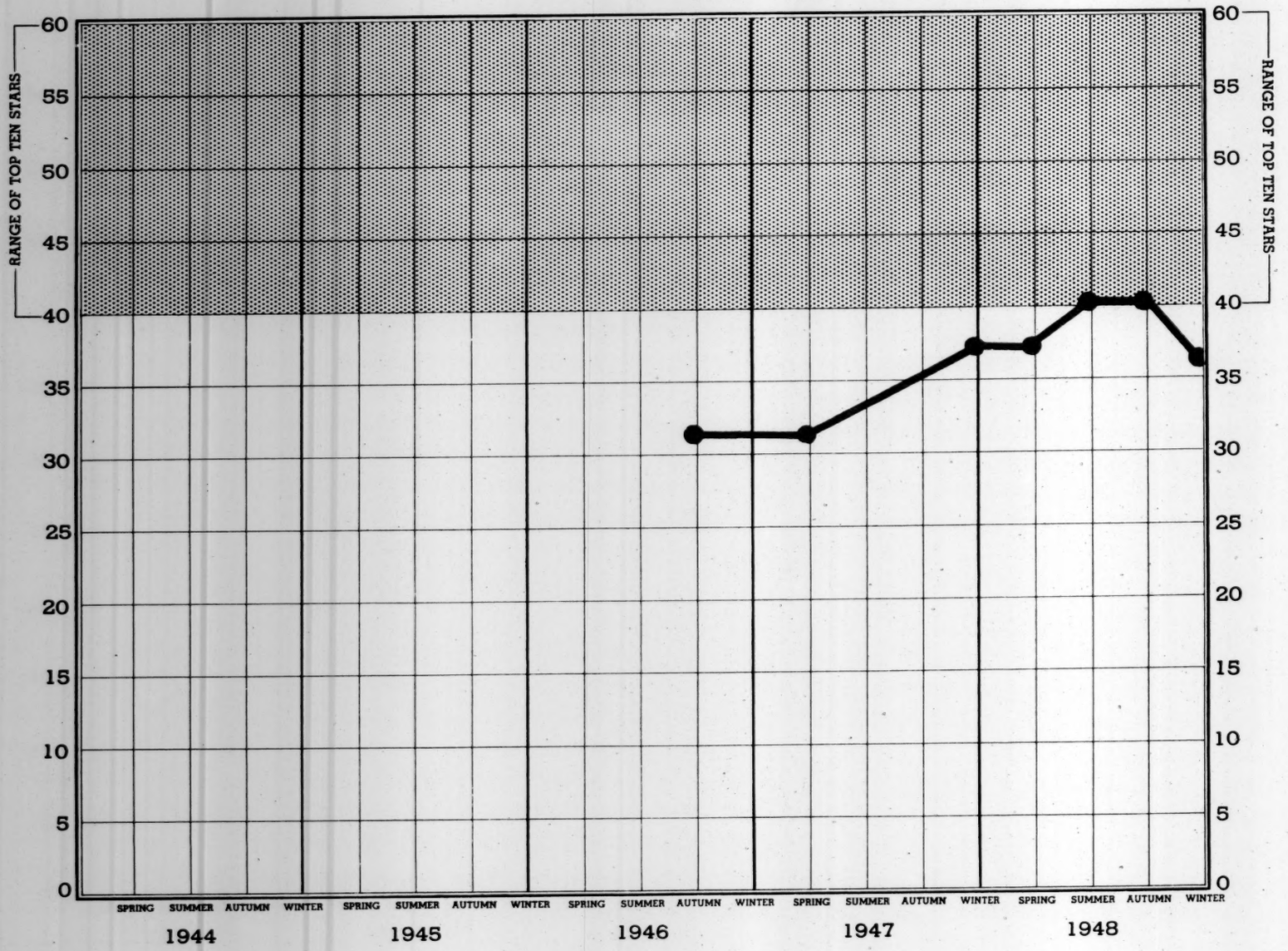

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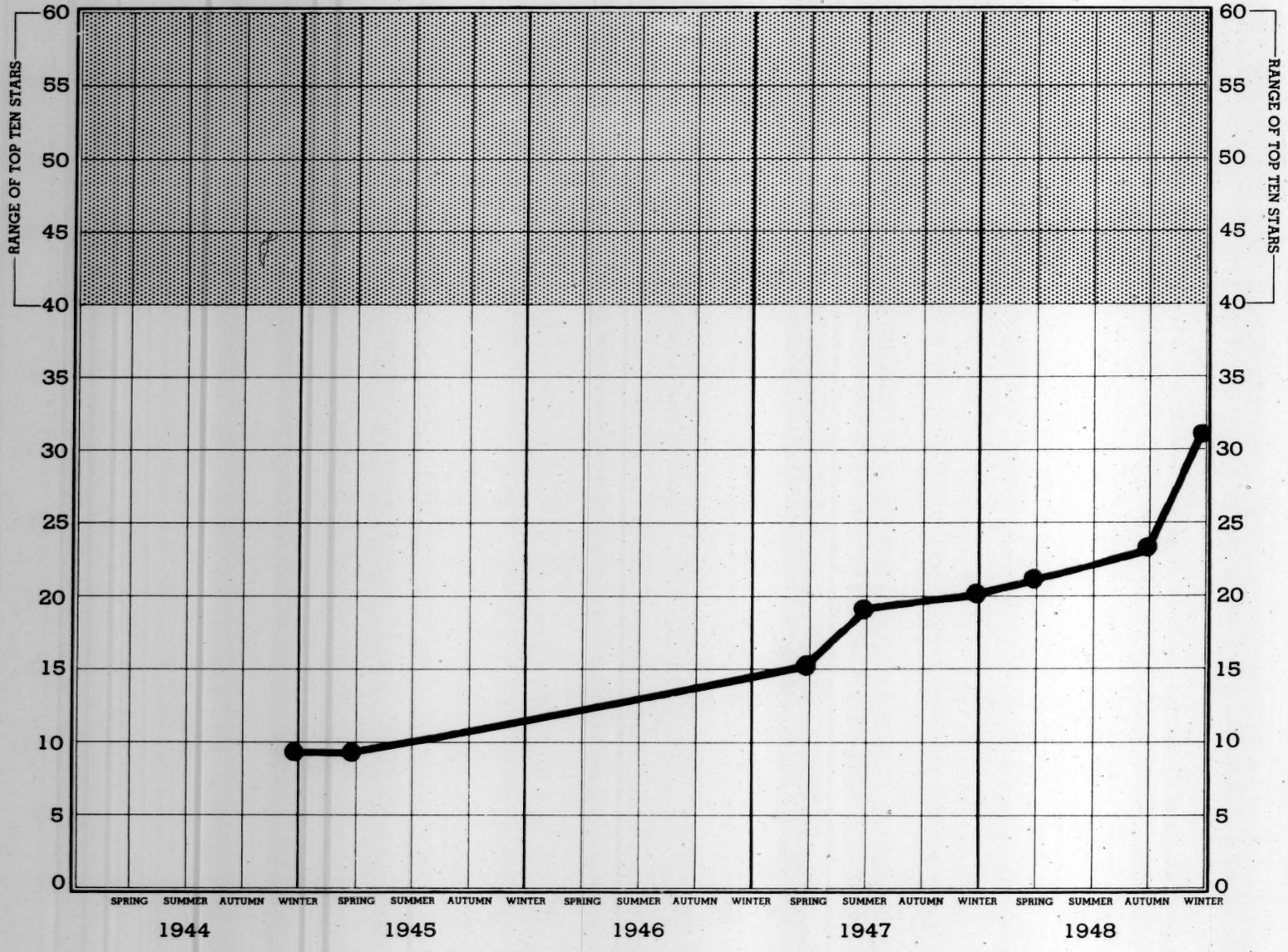

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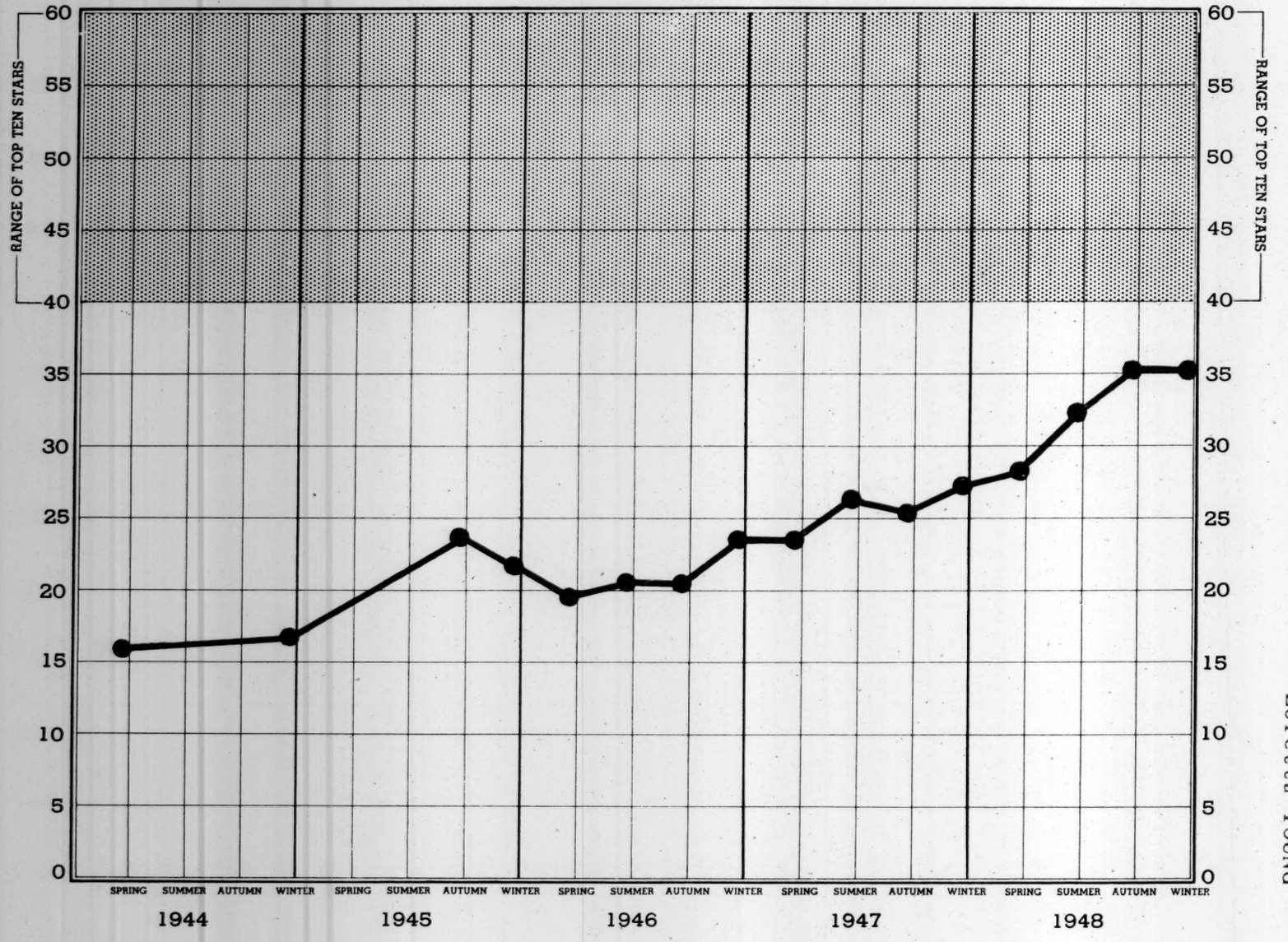

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